

## **9. Cloud Based Customer Experience: How Cloud is Revolutionizing CX**

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***Abstract:***

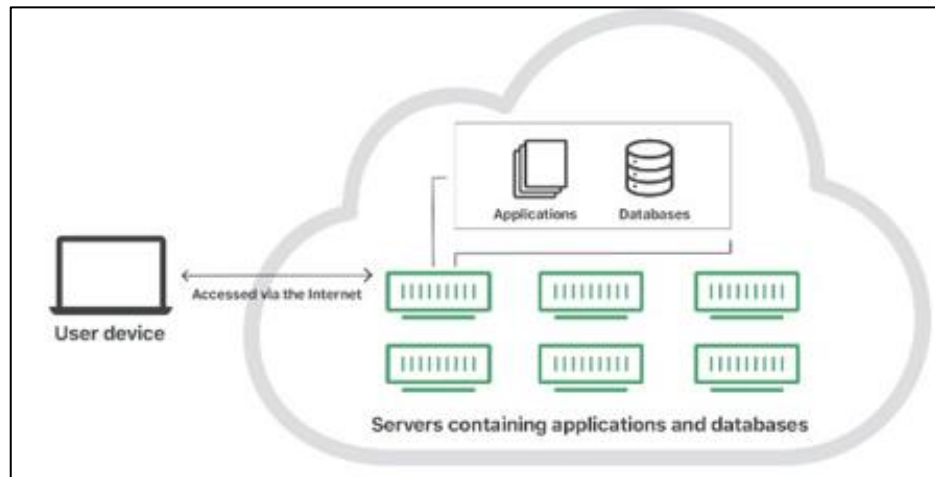
*Customer experience is the business engagement and interactions with its customer from start to finish. How the cloud is engaged in gaining customer experience using tools and technologies. Cloud services like SaaS, IaaS and PaaS are most commonly used for storing and accessing data and resources through the internet. The technologies are responsible for gaining the customer experience, knowing the customer's expectation before them is very essential for brand building. In the cloud era, new technologies such as AI, Machine Learning, IoT, Virtualization, etc. are helpful in revolutionizing CX in gaining customer satisfaction and loyalty.*

***Keywords:***

*cloud, customer service, cloud-based customer service, customer experience, Revolutionizing CX*

### **9.1 What is Cloud?**

**Cloud** refers to the server which stores the data or information in a database that is accessed over the internet as illustrated in below figure 1. In SAAS, the cloud provider is typically the owner of the data because he provides the software application to the users with limited control over the data. The provider is responsible for maintaining the software and infrastructure.



**Figure 9.1: The Cloud**

## **9.2 Customer Service:**

Customer service is the assistance and advice provided by a company through phone, online chat, and e-mail to those who buy or use its products or services. It is used to resolve the customer queries, doubts or requests for any things

### **9.2.1 Benefits of Customer Service:**

The business needs to grow year by year and that needs customer satisfaction. For that we need customer feedback and must provide good customer service. The benefits of the implementation of customer service program are as follows:

- **Customer Problem Trouble-shooting:** this is done by listening to the customer carefully, acknowledging customer's pain, finding out the customer's needs, and finding out how the problem impacts the customer.
- **Customer Problem Solving:** This helps teaching customers how to use products or applications and answering the questions
- **Customer Retention and loyalty:** This helps build the customer's trust over the product by using some strategies like engaging consumers through a mailing

system, creating a relevant loyalty program, showing appreciation in some of the ways.

- **Brand Value:** This helps enhance business reputation and build brand value in the market.

### 9.2.2 Customer Service Evolution:

First Customer Service started in the 1960's and followed by many customers to have one to one interaction between the customer and service provider. A business can use cloud for improving customer engagement activities by automating functions on machine learning, which will be helpful for providing customized services to the client.

**Table 9.1: Past and future of Customer services**

| Past   | Future  |
|--|---|
| Customer Service are for limited hours as business hours (9 am to 5 pm)                  | Customer Service available 24/7 due to FAQ's, chatbot and outsourcing     |
| Customer Service were available only through one channel                                 | Customer Service now available through multiple channel                   |
| Communications done through Telephone leads to defective products and poor communication | Very quick communications done through social media and Digital platforms |
| Very few customers were engaging their activities on digital devices                     | More than 60% of customer will engage their activities on digital devices |
| Big Data was incredible for few years  | Machine Learning and AI Powered Systems are now trendy                    |
| Agent-Focused Metrics (Convenient for Business)  | Customer-Focused Metrics (Convenient for Customer)                        |

### 9.2.3 Cloud-Based Customer Service:

A cloud-based service means software and infrastructure resources available on the internet which are ready to use for business purposes. As these are available online there is no need to purchase or maintain any hardware and software. It also gives a platform where the customer data can be centralized and use automation to provide customer support online. It allows businesses to manage customer interactions through the emails, sms, online chat, social media and phone.

### 9.3 Cloud Computing:

In cloud computing there are three different approaches to cloud-based services:

#### 1. Infrastructure as a service (IaaS): IaaS Provide



Figure 9.2: Infrastructure as a Service (IaaS)

#### 2. Platform as a service (PaaS):

PaaS Provider:



Figure 9.3: Platform as a Service (PaaS)

## 1. Software as a service (SaaS):

SaaS Provider:



**Figure 9.4: Software as a Service (SaaS)**

### 9.4 Customer Experience:

It's a feeling and thoughts that a customer associates with any brand. It's the way customers feel about themselves when they interact with the brand. A customer's Experience is the culmination of the emotions that are conjured up.

#### 9.4.1 What Does Customer Experience Really Mean in the Cloud Era?

The evolution of new business paradigm and this evolution is happening around three distinct dimensions

1. Reinventions of business model: Organizations are reinventing their new business model as they are moving forward .
2. New ways of doing work: There is more focus on market activation, actionable insights, agendas, orchestrated ecosystems.
3. Rebuilding businesses around experience: Customers have been doubling down on their customer engagement and communication strategies.

Today Customers are increasingly looking at how they provide personalized recommendations on various products and services. Improving customer experience

by an only channel platform, churn prediction, user segmentation for targeted campaigns. When we talk about reimagining customer experience in the era of cloud data and AI, the first step we really need to look at is how we built up a data lake on cloud. Businesses need to focus on innovating digital interactions and understanding how their customers engage with technology

#### **9.4.2 Cloud based Customer Experience:**

Cloud Customer Experience (CX) is a technology that uses cloud computing to improve customer experiences and business efficiency. It can help businesses:

- Centralize customer interactions: Cloud CX provides a complete view of customer engagement across different business applications.
- Personalize communication: Cloud CX can enable seamless, personalized communication with customers.
- Streamline customer service: Cloud CX can help businesses streamline customer service operations.
- Scale and adapt: Cloud CX is scalable and flexible, allowing businesses to adapt to changing customer needs and market conditions.
- Integrate with existing systems: Cloud CX can integrate with existing systems.

Some examples of Cloud CX include: CX Cloud from Genesys and Salesforce, Oracle Customer Experience (CX), Cisco CX Cloud, etc.

#### **9.4.3 How Cloud is Revolutionizing CX:**

As cloud technology evolves, many emerging technologies are moving to outline the future of customer experience. Use of technologies like artificial intelligence, machine learning, and the Internet of Things (IoT) are all combined with cloud platforms, which enable businesses to offer more personalized and responsive experiences.

AI can be used as a prediction for customer needs which allows businesses to provide forward-looking solutions. IoT devices can collect real-time data from customers, offering them new preferences and collections. These technologies are helpful to know customer needs or expectations before them and deliver more value to the customer experience.

Here are a few ways you can revolutionize your process (and augment these efforts with the cloud) to create a premier customer experience:

**Real-time surveys:** Following a contact with your business, you can request feedback via phone, email, SMS, feedback form, one-on-one conversation, etc. Social networking or even automated systems can be used for this. Think about creating a customer service department whose only responsibility is to get data and turn it into useful enhancements. If this isn't possible, viewing feedback can potentially be aided by having a central data repository.

**Know your customers:** because you're servicing their needs specifically. It helps to have the appropriate procedure in place and to be aware of their preferences and areas of pain. In light of the cloud, you can highlight the features of your system, product, or service that you know consumers will find most valuable and then instantly enquire about their impressions of its usability. The best method to do this is to ask your own staff—especially those in sales—who these ideal customers are in addition to what your current customers are.

**Reward and encourage above-and-beyond behavior:** because this is what builds customers' emotional engagement with your business. For example, for any sad news a customer may disclose to you, you can make their day by sending flowers or even a quick condolences letter. Even sending them a freebie and a "hope you feel better soon," can go a long way with associating a positive connotation and a "they really cared" feeling with your brand.

### *Cloud Computing*

It's following the golden rule of treating others how you wish to be treated. This can happen quicker than ever with real-time messaging and calls.

**Centralized customer data:** Cloud services can centralize customer data from various sources, making it easier to manage and access.

**Improved customer communication:** Cloud-based systems can provide Omni channel support, allowing agents to engage with customers across multiple communication channels.

**Scalability:** Cloud-based solutions can scale up or down to meet changing customer needs and market demands.

**Future-proofing:** Cloud-based solutions can be easily updated to keep up with the latest trends and technologies.

**Integration with other systems:** Cloud-based solutions can integrate with existing systems, such as CRM or project management systems.

**Faster development:** Cloud-based solutions can allow developers to accelerate development with quick deployments.

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