

Review Article

STUDY OF DIFFERENT TYPES OF CUSTOMER EXPERIENCE COMPETENCIES TO DRIVE GROWTH OF BUSINESS ORGANIZATION

Ida Ayu Nuh Kartini¹, Miftachul Huda², Andino Maseleno³, E. Laxmi Lydia⁴, K. Shankar⁵

¹Economic and Business Faculty, Universitas 17 Agustus 1945, Surabaya, Indonesia. E-mail: surabayaida.ayu.aries@gmail.com

²Universiti Pendidikan Sultan Idris, Malaysia.

³Political Science Association of Kasetsart University, Kasetsart University, Thailand.

⁴Professor, Vignan's Institute of Information Technology(A), Department of Computer Science and Engineering, Visakhapatnam, Andhra Pradesh, India. E-mail: elaxmi2002@yahoo.com

⁵Department of Computer Applications, Alagappa University, India. E-mail: shankarcrypto@gmail.com

Received: 05.11.2019

Revised: 10.12.2019

Accepted: 03.01.2020

Abstract

As a major aspect of an activity to make the experience of customer stick, into the organization for customer experience integration it need a phased and organized methodology. Around the globe with scores of customers on the basis of working, the REAL world methodology is used. At "customer experience" when the operation and company become proficient the structure will "demystify" the end state and activities that should be able to recognize.

Keywords- customer experience; integration; REAL world; organized methodology.

© 2019 by Advance Scientific Research. This is an open-access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>)
DOI: <http://dx.doi.org/10.31838/jcr.07.01.47>

INTRODUCTION

With a company if a customer have a good experience then it can recommend it to others, can repurchase it and try its new offerings. By including superficial changes several organizations try to

enhance the customer experience (CX). To Create a customer-centric culture it can increase the loyalty and discover that the path to lasting differentiation

work is done, frequently for the sake of the client, yet it doesn't make any sense from the clients' understanding to convey a brought together encounter.

The experience of customer unwavering quality isn't overseen on the grounds that every storehouse oversees undertakings to their own yearly needs and scorecards. The enormous things don't get foundationally fixed. It pass up on the chance for the enormous "stunning" condition.

Basic Checkpoint: Define the phases of the moments of truth and experience that involve the entirety of the experience contact focuses.

2. FEEDBACK AND LISTENING BASED ON EXPERIENCE

Organizing and collecting the data is critical to avert "one off" fixes and to join issues to the suitable stage in the client experience. It has to decide how it can associate these listening "funnels" to exploit the data that empowers to pattern and track it.

Basic Checkpoint: Establish "ordinary" listening input, which empowers you to release dependence on reviews. It can make continuous move on the things that truly matter.

3. ACCOUNTABILITY AND UNITED (CROSS-SILO) EXPERIENCE RELIABILITY

Dependability in experience is proactively dealing with the key touch focuses with shared responsibility over the storehouses. This methodology frees the association from the one-note reliance on study results for driving change. Operational KPIs implies not hanging tight for study results - yet knowing before the outcomes come in where activity conveyed and where it didn't.

Five Competencies = Engine for Growth

A Discipline to Embed Experience Development into Your DNA

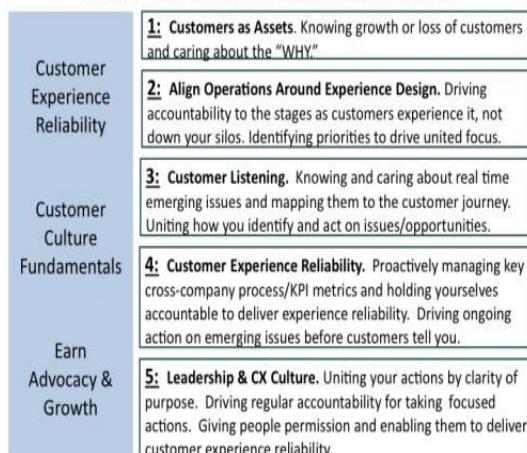


Figure 1: Five Competencies of Customer experience

To find the difference between less successful peers and the leaders of CX it studied several companies and identified that if companies want to sustain and build a CX differentiation there are many different CX competencies used by the organization.

TYPES OF CUSTOMER EXPERIENCE COMPETENCY

1. AROUND EXPERIENCE COMPANY WIDE ALIGNMENT

Numerous associations state they center on their "experience" of their customer yet few do the difficult work to characterize the phases of their experience from the client's perspective. Without this, the entirety of the working territories accomplishes their own thing, driven by their inner undertakings and motivation and scorecard. A ton of

Basic Checkpoint: Proactively deal with the key contact focuses over the storehouses

To start to manage experience reliability takes the following steps:

1. To take Experiences from "Broken" to "Reliable" it should bring Cross-Functional Teams Together.
2. For top 10-15 customer experience touch points establish and identify KPI's (Key Operational Performance Indicators).
3. A Customer Room should be establishing.
4. **BETWEEN EXPERIENCE AND GROWTH PROVE THE ROI CONNECTION**

To know as an asset of company how well it manage customer Accommodate "Clients In" with "Clients Out". As Assets to get more points of interest on what includes a decent beginning arrangement of Guerrilla Metrics and a worksheet to figure out where it is presently go the post Managing Customers.

Basic Checkpoint: on organization's definitions Gain accord

For some organizations, since each storehouse as often as possible has changing definitions, assembling these straightforward enunciations of "approaching" and "active" clients requires:

1. What is an "approaching" client?
2. What is an active client?
3. Guarantee the arrangement of these definitions in information and databases

5. CUSTOMER EXPERIENCE CULTURE OF "ONE COMPANY"

Without spending the too much money it should suggest 4 steps action that can use to get start on one company culture.

1. Customer math done
2. Lost customers should be called
3. With the frontline get the connection
4. Feel like a customer



Figure 2: Components of CX management

CORE COMPETENCIES OF CUSTOMER EXPERIENCE

1. Each organization likes to think (and state) that they're client driven.
2. It's a decent idea, isn't that so? Putting the client (and their input) first, over the whole business and over the entirety of the items and administrations they sell.
3. Be that as it may, now and again, through the span of an organization extending quickly, or pursuing development, or expanding edges, the client can assume a lower priority in relation to different needs, and client experience can endure.
4. Through the span of its time investigating and working with a wide range of, Temkin Group distinguished four key CX

center abilities that can fill in as a plan for building a client driven association - or as course-rectification for associations that aren't organizing these territories in enough sincere.



Figure 3: Core Competencies

Purposeful Leadership

ALIGN THE DIRECTION OF OTHERS

Leaders must clearly define their values and motivate other people to follow them. Embrace Purposeful Leadership by embodying these five characteristics:



Figure 4: Powerful Leadership

Compelling Brand Values

EMBRACE CUSTOMER PROMISES

True brands are more than just marketing slogans – they're a set of promises that an organization is committed to delivering to its customers. Create Compelling Brand Values by following these three steps:



Figure 5: Compelling Brand Values

Employee Engagement

TAP INTO THE POWER OF PEOPLE

Engaged employees are more likely to work harder, make improvement recommendations, and help their colleagues and customers. Tap into the value of Employee Engagement with these five activities:



Figure 6: Employee Engagement



Figure 7: Customer Connectedness

WHEN HIRING CUSTOMER SERVICE REPS THE ESSENTIAL COMPETENCIES TO ASSESS

In the present corporate scene the Customer service is one of the most as often as possible upheld values, and in light of current circumstances. There are not many associations that don't collaborate with the individuals who expend their items or administrations somehow. Considering the present "the client is in every case right" culture, joined with the capacity for anybody to declare examples of poor client treatment to the world promptly, it bodes well that organizations are pushing client assistance so hard.

Investigate what the organizations "up to date" are searching for when they employ new client support experts:

1) Solving of Problem

The awful truth about client care positions is that more often than not, they're managing individuals who have an issue or issue or something to that affect. While it happens every now and then, most clients don't connect just to state how glad or fulfilled they are. Since individuals are intrinsically capricious, there will be commonly when you need to assist a client with a remarkable, or maybe even one of a kind, issue. Having the option to think and react quickly and issue tackle on the fly is an ability basic to progress. Somebody who can't break new ground, create elective arrangements, or handle those remarkable issues is probably not going to be extremely effective.

2) Focus on Customer

It's a genuine stunner that Customer Focus is a useful competency to have when working with clients. Despite the fact that this may appear to be a conspicuous answer, it doesn't make it any less basic. A representative who has a detached, or conceivably even negative view towards clients would obviously be a poor fit for a client support job. In any case, somebody who exceeds expectations in this competency, who truly minds whether their clients are fulfilled and really needs to make the most ideal experience for them will perform at a lot more elevated level.

3) Positive Attitude

At long last, the competency that can represent the deciding moment a client assistance proficient, and isn't constantly mulled over, is Positive Attitude. Client support experts regularly observe the most exceedingly awful side of individuals, as they're working with people who are encountering a type of issue making them fluctuate in feeling from gently bothered to past incensed. Having the option to take that misuse, let it move off of them, and move onto the following individual is the thing that makes a client care hotshot. Knowing not to think about anything they hear literally, keep up a playful and excited (however not disparaging or contemptible) air, and keep oozing inspiration is fundamental to being effective in any client confronting job.

4) Focus on quality

Notwithstanding Customer Focus, it's imperative to have a solid Quality Focus too. This implies having an elevated level of duty to not exclusively carrying out the responsibility, however doing it well. Knowing the entirety of the intricate details of your items or administrations, down to the last detail, implies you'll have the option to furnish your clients with the most extensive and proficient arrangements conceivable. Somebody who approves of doing the absolute minimum, or isn't worried about being intensive, might have the option to give their clients an average involvement with best.

5) Accountability

Another essential part of being a fruitful client assistance proficient is Accountability. While the Quality Focus and Problem Solving capabilities will enable to be as readied as workable for the job, there may come when it can't help a client at the time. What isolates top client support experts from the remainder of the pack is that they remain responsible in these circumstances, and will search out an answer and catch up with the client. What's more, they will keep up responsibility for duties, concede botches, and may even go so far well beyond as to acknowledge fault for issues or issues out of their control, just to give that more significant level of client care.

COMPETENCE DIGITAL HOUSE

The focal point of new plans of action is the production of a particular incentive for the customer. Our point is to guarantee the ideal "computerized fit" inside our customers' needs – for example to help our customers in the most ideal way with a customized and imaginative warning idea. To this end, our administration lines additionally depend specifically on the dynamic trade with specialized specialty units to give an ideal heap of warning administrations and specialized execution capability.

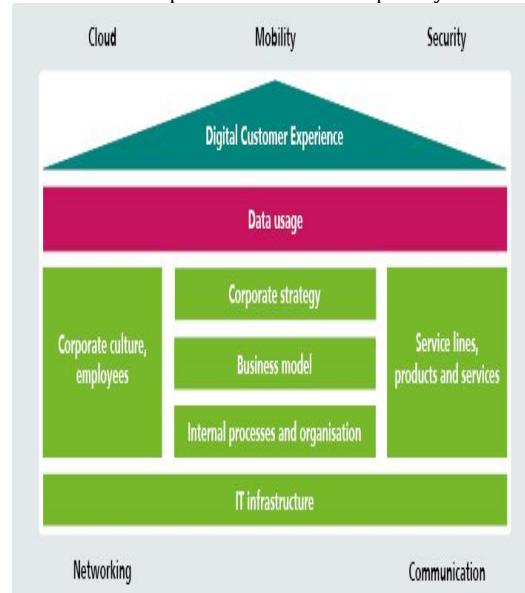


Figure 8: Digital Customer Experience

CONCLUSION

With a company if a customer have a good experience then it can recommend it to others, can repurchase it and try its new offerings. By including superficial changes several organizations try to enhance the customer experience (CX). Around the globe with scores of customers on the basis of working, the REAL world methodology is used. At "customer experience" when the operation and company become proficient the structure will "demystify" the end state and activities that should be able to recognize.

REFERENCES

1. D'Innocenzo, L. (2005, August) This is a Hijack—The Consumer is in Control. *Strategy*, 10-12.
2. Tucker, N. (2007, October 18) Taking a Whack Against Comcast: Mona Shaw Reached Her Breaking Point, Then for Her Hammer.
3. Levitt, T. (1980, January-February) Marketing Success Through Differentiation—of Anything. *Harvard Business Review*, 83-91.
4. (2006, March) Customer Experience Report.
5. Levey, R. (2007, October 1) Money Talks. Retrieved November 10, 2008.
6. Cao, Y., Huang, L., Li, Y., Jermitsittiparsert, K., Ahmadi-Nezamabad, H., & Nojavan, S. 2020. "Optimal Scheduling of Electric Vehicles Aggregator under Market Price Uncertainty Using Robust Optimization Technique." *International Journal of Electrical Power & Energy Systems* 117: 105628.
7. Yu, D., Wang, Y., Liu, H., Jermitsittiparsert, K., & Razmjoo, N. 2019. "System Identification of PEM Fuel Cells Using an Improved Elman Neural Network and a New Hybrid Optimization Algorithm." *Energy Reports* 5: 1365-1374.
8. Tian, M., Ebadi, A., Jermitsittiparsert, K., Kadyrov, M., Ponomarev, A., Javanshir, N., & Nojavan, S. 2019. "Risk-Based Stochastic Scheduling of Energy Hub System in the Presence of Heating Network and Thermal Energy Management." *Applied Thermal Engineering* 159: 113825.
9. Yu, D., Wnag, J., Li, D., Jermitsittiparsert, K., & Nojavan, S. 2019. "Risk-Averse Stochastic Operation of a Power System Integrated with Hydrogen Storage System and Wind Generation in the Presence of Demand Response Program." *International Journal of Hydrogen Energy* (In press), DOI: 10.1016/j.ijhydene.2019.09.222.
10. Jabarullah, N., Jermitsittiparsert, K., Melnikov, P., Maseleno, A., Hosseiniyan, A., & Vessally, E. 2019. "Methods for the Direct Synthesis of Thioesters from Aldehydes: A Focus Review." *Journal of Sulfur Chemistry* (In press), DOI: 10.1080/17415993.2019.1658764.
11. Jiao, Y., Jermitsittiparsert, K., Krasnopoletsev, A., Yousif, Q., & Salmani, M. 2019. "Interaction of Thermal Cycling and Electric Current on Reliability of Solder Joints in Different Solder Balls." *Materials Research Express* 6 (10): 106302.
12. Yu, D., Ebadi, A., Jermitsittiparsert, K., Jabarullah, N., Vasiljeva, M., & Nojavan, S. 2019. "Risk-constrained Stochastic Optimization of a Concentrating Solar Power Plant." *IEEE Transactions on Sustainable Energy* (In press), DOI: 10.1109/TSTE.2019.2927735.
13. Jermitsittiparsert, K., Sriyakul, T., Sutduean, J., & Singsa, A. 2019. "Determinants of Supply Chain Employees Safety Behaviours." *Journal of Computational and Theoretical Nanoscience* 16 (7): 2959-2966.
14. Sriyakul, T., Singsa, A., Sutduean, J., & Jermitsittiparsert, K. 2019. "Effect of Cultural Traits, Leadership Styles and Commitment to Change on Supply Chain Operational Excellence." *Journal of Computational and Theoretical Nanoscience* 16 (7): 2967-2974.
15. Sutduean, J., Singsa, A., Sriyakul, T., & Jermitsittiparsert, K. 2019. "Supply Chain Integration, Enterprise Resource Planning, and Organizational Performance: The Enterprise Resource Planning Implementation Approach." *Journal of Computational and Theoretical Nanoscience* 16 (7): 2975-2981.
16. Singsa, A., Sriyakul, T., Sutduean, J., & Jermitsittiparsert, K. 2019. "Willingness of Supply Chain Employees to Support Disability Management at Workplace: A Case of Indonesian Supply Chain Companies." *Journal of Computational and Theoretical Nanoscience* 16 (7): 2982-2989.
17. Jermitsittiparsert, K., & Chankoson, T. 2019. "Behavior of Tourism Industry under the Situation of Environmental Threats and Carbon Emission: Time Series Analysis from Thailand." *International Journal of Energy Economics and Policy* 9 (6): 366-372.
18. Romprasert, S., & Jermitsittiparsert, K. 2019. "Energy Risk Management and Cost of Economic Production Biodiesel Project." *International Journal of Energy Economics and Policy* 9 (6): 349-357.
19. Kasayanond, A., Umam, R., & Jermitsittiparsert, K. 2019. "Environmental Sustainability and its Growth in Malaysia by Elaborating the Green Economy and Environmental Efficiency." *International Journal of Energy Economics and Policy* 9 (5): 465-473.
20. Jermitsittiparsert, K., Sriyakul, T., & Rodoonsong, S. 2013. "Power(lessness) of the State in the Globalization Era: Empirical Proposals on Determination of Domestic Paddy Price in Thailand." *Asian Social Science* 9 (17): 218-225.
21. Jermitsittiparsert, K., Sriyakul, T., & Pamornmast, C. 2014. "Minimum Wage and Country's Economic Competitiveness: An Empirical Discourse Analysis." *The Social Sciences* 9 (4): 244-250.
22. Jermitsittiparsert, K., Pamornmast, C., & Sriyakul, T. 2014. "An Empirical Discourse Analysis on Correlations between Exchange Rate and Industrial Product Export." *International Business Management* 8 (5): 295-300.
23. Jermitsittiparsert, K., Sriyakul, T., Pamornmast, C., Rodboonsong, S., Boonprong, W., Sangperm, N., Pakvichai, V., Vipaporn, T., & Maneechote, K. 2016. "A Comparative Study of the Administration of Primary Education between the Provincial Administration Organisation and the Office of the Basic Education Commission in Thailand." *The Social Sciences* 11 (21): 5104-5110.
24. Maseleno, A., Huda, M., Jasmi, K. A., Basiron, B., Mustari, I., Don, A. G., & bin Ahmad, R. (2019). Hau-Kashyap approach for student's level of expertise. *Egyptian Informatics Journal*, 20(1), 27-32.
25. Huda, M., Maseleno, A., Teh, K. S. M., Don, A. G., Basiron, B., Jasmi, K. A., ... & Ahmad, R. (2018). Understanding Modern Learning Environment (MLE) in Big Data Era. *International Journal of Emerging Technologies in Learning*, 13(5).
26. Huda, M., Maseleno, A., Atmotiyoso, P., Siregar, M., Ahmad, R., Jasmi, K., & Muhamad, N. (2018). Big data emerging technology: insights into innovative environment for online learning resources. *International Journal of Emerging Technologies in Learning (iJET)*, 13(1), 23-36.
27. Alipour, E., Alimohammady, F., Yumashev, A., & Maseleno, A. (2020). Fullerene C60 containing porphyrin-like metal center as drug delivery system for ibuprofen drug. *Journal of Molecular Modeling*, 26(1), 7.
28. Namdarian, A., Tabrizi, A. G., Maseleno, A., Mohammadi, A., & Moosavifard, S. E. (2018). One step synthesis of rGO-Ni3S2 nano-cubes composite for high-performance supercapacitor electrodes. *International Journal of Hydrogen Energy*, 43(37), 17780-17787.
29. Jermitsittiparsert, K., Trimek, J., & Vivatthanaporn, A. 2015. "Fear of Crime among People in Muang-Ake, Lak-Hok, Muang, Pathumthani." *The Social Sciences* 10 (1): 24-30.
30. Jermitsittiparsert, K., & Akahat, N. 2016. "Fear of Crime among Students of Kalasin Rajabhat University." *Research Journal of Applied Sciences* 11 (2): 54-61.
31. Temkin, B. (2007, April 13) Teleconference: Obstacles to Customer Experience Success. Forrester Research.
32. Ibatova, A. Z., Mukhametgaliyev, I. G., Mukhametgaliyeva, S. K., Kuzmenko, V. I., Mirzagitova, A. L., & Vdovichenko, L. V. (2017). Students' linguistic and self-educative competence in higher school. *Man in India*, 97(2), 273-279.
33. Akhmetshin, E. M., Larionova, G. N., Lukiyanchina, E. V., Savitskaya, Y. P., Aleshko, R. A., & Aleynikova, O. S. (2019). The influence of educational environment on the development of entrepreneurial skills and competencies in students. *Journal of Entrepreneurship Education*, 22