



customer
experience

CX IN THE BUILT
ENVIRONMENT:
THE CHANGES AHEAD

For years the experience of customers across the built environment supply chain has remained comfortably undisturbed. While CX in many other sectors has undergone significant transformation.

This is changing, thanks in part due to the 'enforced experimentation' of successive lockdowns, coupled with the ever-deeper integration of digital technology.

We look at three key trends, their impact upon customer experiences and what you need to be doing.



MORE ZOOM TIME

WHAT?

This is the most obvious and profound change. Expect to see less and less business done face-to-face. There's no going back now.

SO WHAT?

Customers are still going to want strong working relationships with their suppliers – centred around Zoom, supported by infrequent meetings and backed up by online support.

WHAT NOW?

Have you got the right people in place, with the right training and technology?

Get it right and virtual CX will be more efficient. And more rewarding.

On the horizon - VR integration into calls.



NEW FACES AND DIFFERENT NEEDS

WHAT?

The workplace is becoming more fluid. Greater demands for flexibility, decentralisation and hybrid models will impact upon all customer experiences.



SO WHAT?

The roles, and job titles, of decision makers across the supply chain are changing. We're likely to see increased influence from HR, FM and IT departments.

WHAT NOW?

CX strategies will adapt to serve different decision makers, with different decision criteria. From specification to purchase, expect to build new relationships and understanding.

DIGITAL EVERYWHERE

WHAT?

Intelligent automation and digital CX is becoming the new battleground.

SO WHAT?

CX will evolve to become channeless and multimodal.

Driven by many factors, from predictive analytics, to 5G, BIM and the Internet of Things.



WHAT NOW?

Huge opportunities for smart self-service, IVAs, better customer understanding and hyper-personalization.

Integration of platform-driven AI and VR, supported by excellent customer data.

CX WILL BECOME MORE EFFICIENT, MORE DIGITAL AND MORE HUMAN

Across the specification chain peoples' interactions, needs, experiences and expectations are changing.

Evolving your CX begins with understanding your customers. In depth – not just what they do, but how they feel.

Then synchronizing change, over time, to stay aligned to their needs – physical, virtual and emotional

That's what we do.

