Building Customer Experience into Products & Services

Description: In the age of the consumer (now) customers have found a voice and are using it to give feedback and input, both on what they want from their customer experience and how they want their products to be designed and to perform. They are vocal about being satisfied, but even more so if they are frustrated. Further, they are influential as other customers increasingly trust peer reviews when making their own decisions.

- Millennials are digital natives who can see no reason why companies would not heed what they are saying and respond in the form of new product releases and feature enhancements.

For product development and delivering a great Customer Experience it is essential that companies show they are listening and engaging directly with customers, including monitoring and analysing indirect feedback about them expressed on social media.

This MWP report explores how operators have already used customer input to define better products and deliver a great customer experience, and provides recommendations on how to build the customer into the NPD process.

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