

WAVESPHERE

WHITEPAPER



Wavetec's Perspective on Customer Experience at Service Areas

by **WAVETEC**

INDEX

1	Introduction	Page. 3
2	Reflections upon the experiences	Page. 4
3	The Service Area	Page. 6
4	Wavesphere	Page. 7
4.1	Organizing	Page. 8
4.2	Engaging	Page. 10
4.3	Measuring	Page. 11
5	The Experience Design	Page. 12
6	About Wavetec	Page. 13

1 Introduction

Defining a concept for understanding the dynamics of the physical space where companies provide their customers with both products and services entails a close analysis with diverse approaches. Some of the intervening factors date back to service areas primitive origin, when markets emerged as trading areas among towns. Together with commerce development, those markets' importance flourished and evolved, thus extending their scope to a variety of industries. This has called for the application of design and management expertise to service areas with the aim of making the most of customers' stay.



This document aims to share a clear understanding of the mechanics and functioning of the scenario par excellence where brands and customers' interaction takes place. The concepts presented result from Wavetec's experience and capitalization on prior projects for organizations, in various sectors. as well, which has made it possible to witness customer's behavior evolution when enjoying the consumption experience.

2 Reflections upon the experiences

It is possible to speak about consumption experience since the moment we are born and learn to ask things such as attention, warmth, food, etc. to our parents. From a rigorous perspective, individuals start playing a more visible role in a number of childhood events, as when somebody has a small amount of pocket money given by a grown up, which is generally used to make purchase decisions within the sweets or toys markets. It is there, in childhood small decisions, where the first clues underlie to understand the consumer's socialization that Schiffman and Lazar Kanuk define as **“the process through which children acquire the abilities, knowledge, experiences, and attitudes required to fulfill their consumer's function.”**

In accordance with the above-mentioned, it could be stated that an individual's interaction with brands matures and so the demand for treating each other equally arises. This link urges organizations' role to evolve when addressing their consumer markets:



“ They are not masses of people, they do not seek for collective treatment; they are a network of individuals whose needs bring forth mature conversations, i.e., human relations. ”

From a companies' point of view, creating and instilling favorable experiences in customers becomes a huge challenge. If firms become successful in creating this everlasting experience, they create long-term brand loyalty and increasing revenue streams. According to the consultancy firm [Forrester](#)¹, the Customer Experience Index (CXi) shows three variables that interplay for achieving a successful experience: effectiveness for meeting needs, facilitating business, and the likelihood of enjoyment.



effectiveness for meeting needs



facilitating business



likelihood of enjoyment

The customer's service area is the physical space par excellence for making these experiences happen. It promotes efficient utilization of resources that provide the highest service, making the most of face-to-face communication with customers, and getting real time feedback.

Even though eCommerce presents itself as a powerful alternative to deal in, it still lacks the whole range of opportunities offered by the physical traditional space. According to a [Forrester](#)'s report, **45% of users back out of purchase processes whenever their inquiries are not answered on time.**



3 The Service Area

The physical space for customer support and service takes different formats depending on the business and the service offered. For this reason, the unique components of each space requires detailed analysis of the layout so the best possible solution can be implemented.

“ It is frequently observed that the richest and most profitable space is, conversely, the most ignored by the majority of companies. ”

In many cases, efforts are focused on communication actions that demand diverse channel investments, yet deficiencies surface at customer and brand meeting points where a remarkable experience should have been guaranteed. This negatively impacts the customer and the organization as well.

Effective utilization results from the synergy between human resources involved in customer support, the accurate space design where the flow of people occurs, the technological tools support, and the use of customers' valuable information that any organization has at its disposal, among other factors.



Environment design



Available information



Technology



Human resources

The following model outlines the relevant variables for developing customer support areas independently from the business sector or industry.

4 Wavesphere

The service area is the physical space where an organization interacts with its customers for mainly executing transactional activities, which are inherent in the business model.

The following is Wavetec's outlook for facilitating the understanding and management of resources to maximize the organization's benefits. This concept is consistent with any industry and focuses on those functions that must be considered when designing customer's experience.

“ The different actions that converge at the service area's ecosystem depend on the three pillars of the service experience: organizing, engaging, and measuring ”

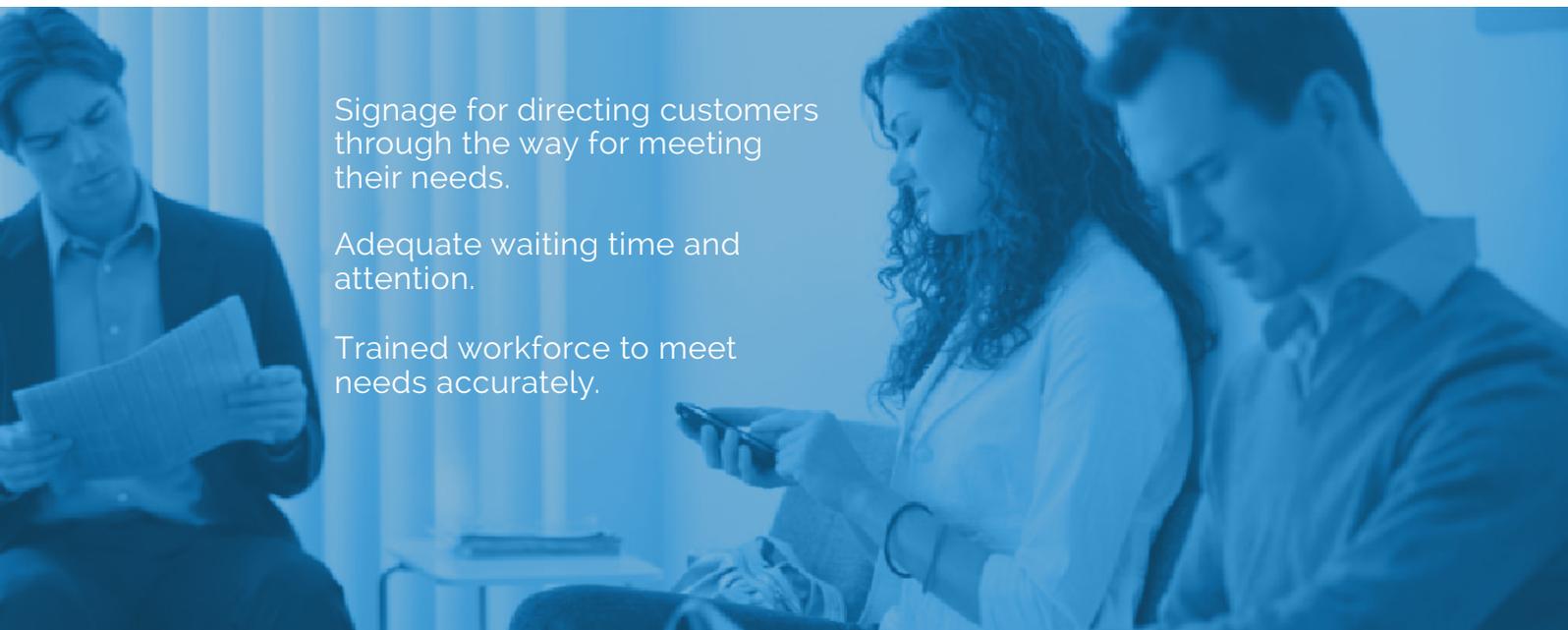
Although these elements are closely interlinked, they do not respond to a linear process since they may act jointly depending on influx planning, so any of the three may get more or less prominence depending on the industry. Indeed, they should not be considered as watertight compartments. It is the experience design which adds meaning altogether to produce added value. Organizing, connecting/engaging, and measuring play a specific role that may serve as an instrument to categorize the actions performed at the service area. From Wavetec's perspective, that is the convergence point between an individual's needs and the organization. The three pillars will be individually described below.

4.1 Organizing

Organizing emphasizes on influx management actions at the service area. The results of efforts aimed at ORGANIZING make a major impact on the revamp of management efficiency.

ORGANIZING is the first step when developing a viable scenario for service provision. A functional area design benefits organizations by providing the chance of successfully profiting from infrastructure, setting clear procedures for the staff involved, measuring and managing time service at each stage thus avoiding bottlenecks, and communicating professionalism to stakeholders.

Some of the elements that show this concept application can be identified in different situations, such as:



Signage for directing customers through the way for meeting their needs.

Adequate waiting time and attention.

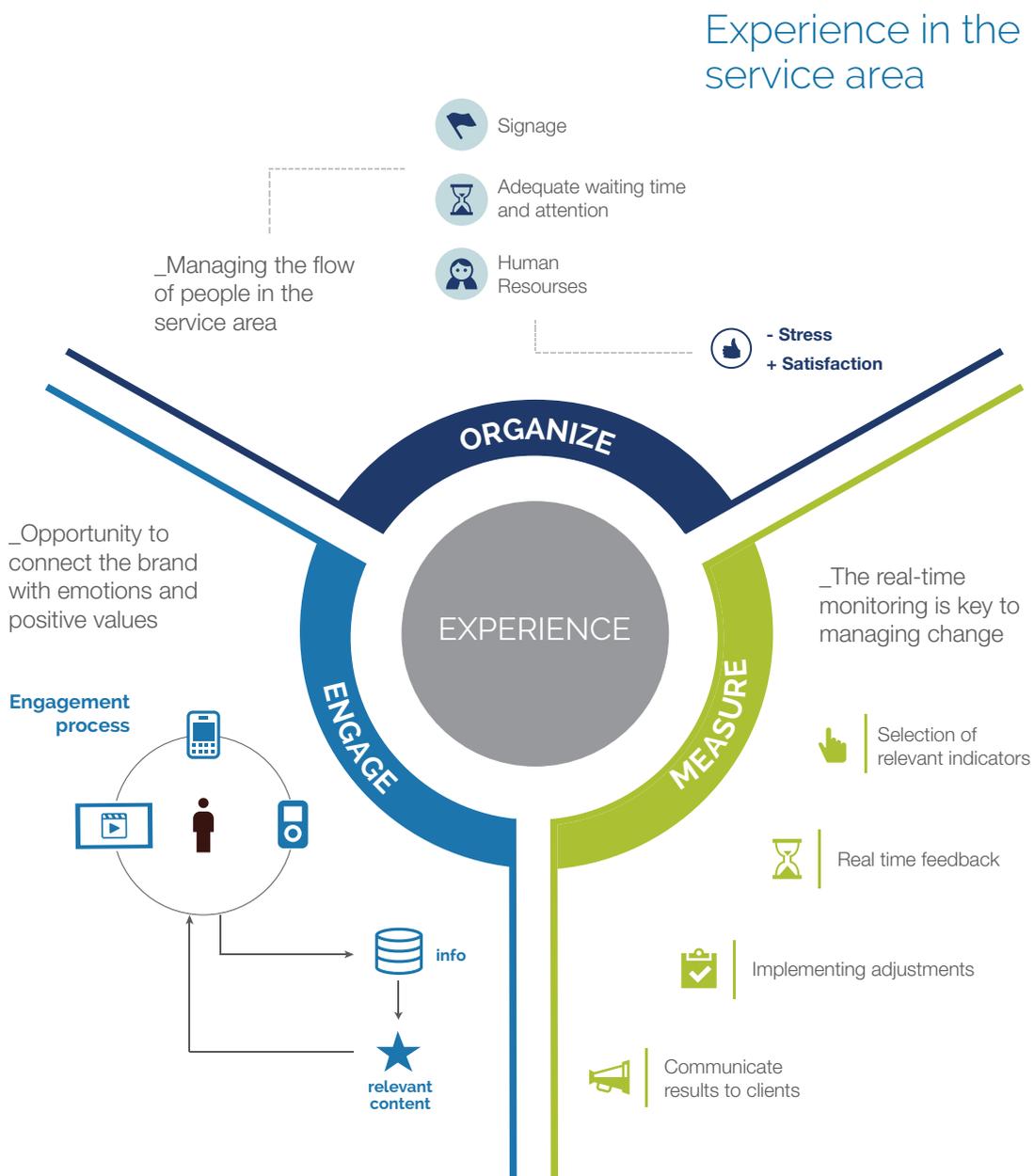
Trained workforce to meet needs accurately.

Then, customers experience a satisfying feeling when having an organized experience at a physical space since they are able to make better use of their time, minimize waiting, and have a clearer picture of the steps to follow for meeting their needs. This means that it is possible to make a step forward on the path for overcoming the feelings of stress that customers experiment at waiting lines on a daily basis. According to global research by the consultancy firm [Accenture](#) ², most expectations of service area experience focus on fast serving (77% of customers), simpler and more convenient service purchase (75%), and better equipped customer support representatives to provide suitable answers (62%).



Technology plays a vital role at designing an organized experience. Both hardware and software solutions facilitate and make management possible, and overcome obstacles as well. Projects that involve waiting line system management have to adapt themselves to organizations' needs and also, make the most of the great variety of screens and devices at their disposal. Mobile queuing is a clear example that allows influx management even when people are not physically standing in line (e.g.: before the person arrives at an office to be served).

Finally, it is important to highlight that all planned actions at this stage must be thought of from the customers' perspective, and the needs and tools that are already part of their daily life so as to provide a smooth experience. In opposition to this, if company's needs are the sole focus of interest, then the risk of bureaucratic procedures may arise and move away the focus on service quality.



4.2 Engaging

An organized physical space that enables effective service provision makes it possible to profit from contact points to reach customers. Engaging consists in a bilateral relationship in which both individuals and organizations interact to get mutual benefits, which is not a minor issue. Although companies do not put effort into getting to know their customers and providing what they require, they are well aware of their own expectations.



“ The service area is the place par excellence for executing engagement strategies ”

In the Big Data era, data collecting becomes an obsession that drives companies to invest resources in solutions software for storing big amounts of information that at times exceeds the capacity for analyzing and processing. These large investments pay off as long as the detailed information about individuals and their consumption habits are used to develop innovating initiatives with perceived value and also, to create relevant content for connecting people with the brand.

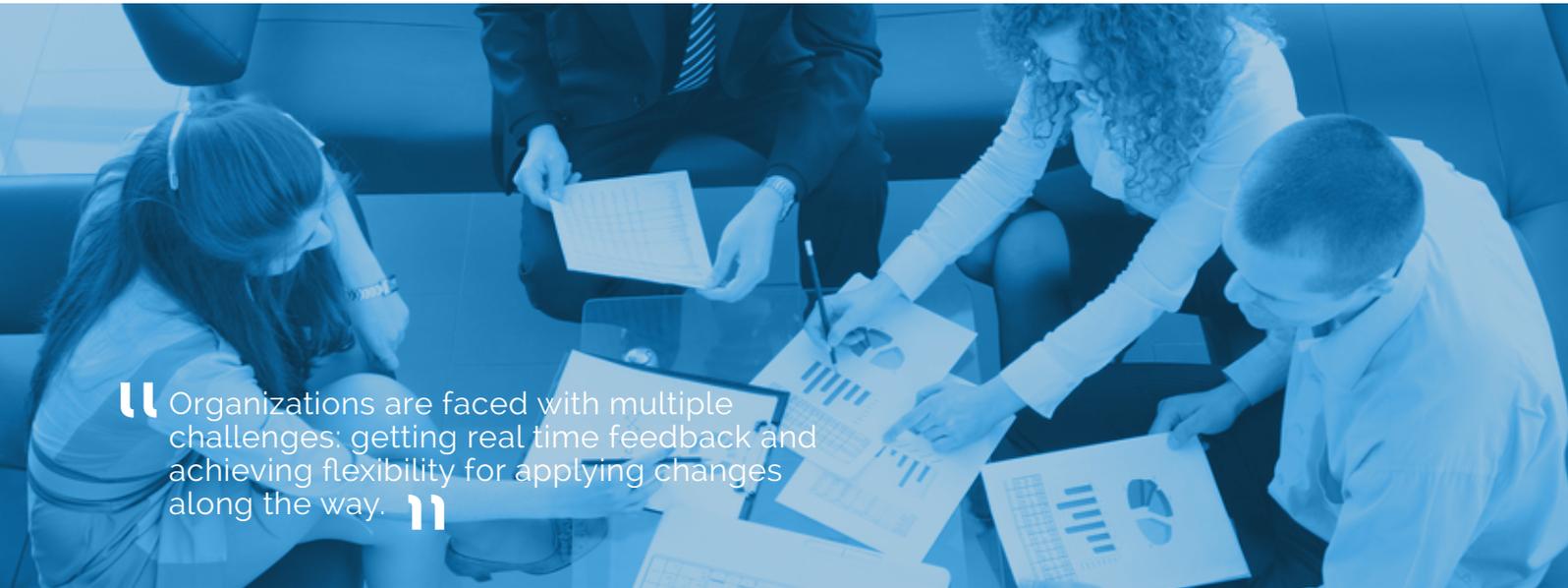
The service area is the place par excellence for executing engagement strategies. A captive audience is exposed to stimuli from a variety of sources of different type. At this stage, it is essential to point out the consultancy firm [Trendwatching](#)'s definition of Screen Cultures, which refers to the growing importance of such technological devices that encourages the positioning of displays as interaction channels. The most salient example of this concept is the attention mobile devices draw at any environment.

If individuals' attention is split up in different focal points... which is the challenge in terms of engagement? Transforming these sources into direct... communication tools to transmit the appropriate message to the right person, in the best place at the right time. Technology is an important ally on this path; however, a strategy may be devised considering the creation of memorable experiences for customers as the bottom line. How to appeal to customers' positive emotions to connect them with the brand? How to build entertaining experiences for publishing products in a non-invasive way? These are the answers, but with shared benefits: greater loyalty, greater customer openness to relevant information, and opportunities for connecting brand with positive emotions and values. Individuals are encouraged to have a smooth and attractive experience at the service area.

4.3 Measuring

An organized experience in which customers actively interact with the brand gains value if it impacts on the organization's results. In this regard, Wavesphere's third stage consists in measuring.

The first measuring challenge lies in the selection of relevant signs, those that may be effectively used for diagnosing and applying changes to bridge the gap between expectations and reality of not only customers but companies.



“ Organizations are faced with multiple challenges: getting real time feedback and achieving flexibility for applying changes along the way. ”

Obtaining feedback is a complex task. First, after a certain experience any client has an impression about it. Generally, that impression is then transmitted as an opinion by word of mouth in the individual's immediate surroundings or even further thanks to social networks. Organizations are faced with multiple challenges: getting real time feedback and achieving flexibility for applying changes along the way.

According to an [Accenture's](#) study, **60%** of global consumers single out little friendly and unkind employees as an extremely frustrating factor during a consumption experience.

The measuring cycle comprises the stages of performance signs selection, data collection and processing, decision making, and corrective actions implementation. The process concludes when communicating results: if a customer is asked for time and attention for providing feedback, informing the diagnosis and the implemented actions, this evidences a commitment to service improvement and provides a transparent framework.

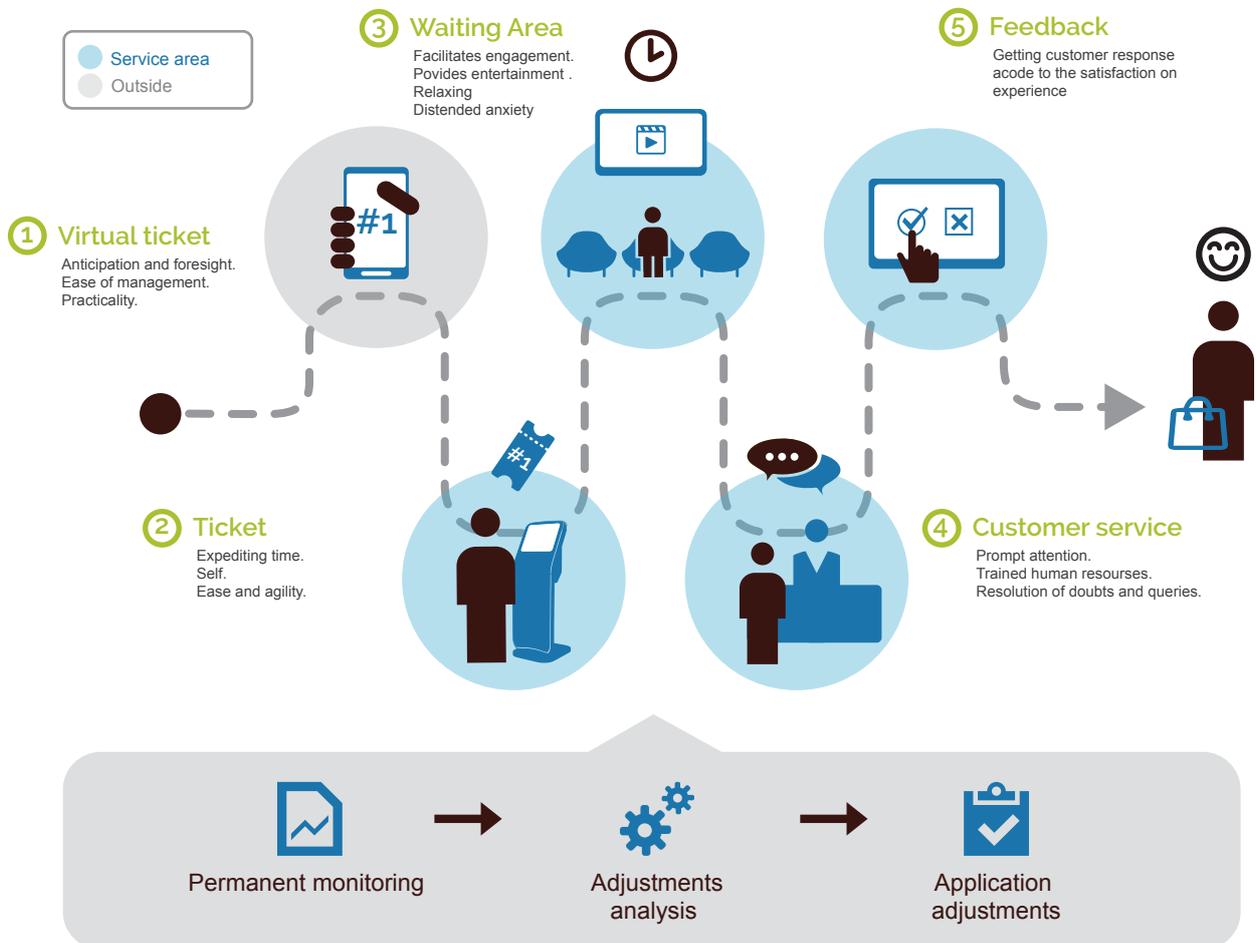
Finally, benefits of measuring efforts are visible in the personnel performance, knowledge of real time satisfaction, identification of the experience's components that produce perceived values, and in those components that require examining.

5 The Experience Design

Customer's experience is the main thread of Wavesphere's three main concepts: ORGANIZING, ENGAGING, AND MEASURING. This experience design process needs observation and analysis of people's behavior in order to determine infrastructure role, service stuff, technological tools, and the content which mediates customers' relation with the brand.

Accordingly, technology plays a key role when making strategies viable and later implementing them for providing service. Choosing a technological solution calls for the analysis of many variables, yet the most important one is the capacity to approach, connect, and facilitate the communication between brand and customers.

The experience design is a process that continuously feeds itself back from and is built through observation. This observation increases the likelihood of success when the organization achieves an external positioning, away from previous hypothesis and focused on recording human behavior at the service area in detail.



6 About Wavetec

Wavetec is a multinational technology company based in Dubai, dedicated to the design, development, manufacturing and implementation of enterprise solutions oriented to manage and improve the customer experience in service areas and retail stores. In addition, we provide cutting-edge technologies in LED displays for their application in diverse sectors.

Since 1987 and with an expanding global presence that enables us to reach more than 60 countries through our offices and distributors network, we have a product and service portfolio designed to satisfy our clients needs in terms of organization, engagement and measurement of the consumer experience in physical spaces, for different industries like retail, healthcare, financial institutions, education and more.



Our LED displays solutions are installed at more than 20 leading financial markets around the world. More than 2 million people pass through our Queue Management System each day, which constitutes us as a worldwide leader in providing high-quality technology solutions.

Wavetec employs around 150 people across 8 regional offices committed to innovation and customer care. Our partners expects the most high quality standards.

Since the last 27 years Wavetec has grown as an organization, with specialization in both software and hardware solutions, creating an absolute experience for the customer through our cutting edge technology. The products and services we develop are built upon the concept of platform independence allowing our solutions to be easily integrated with other third party systems.

Take your company to the
next level.
Know the Wavesphere's
solutions

WAVETEC
www.wavetec.com



Contact us

WAVETEC HEAD OFFICE
Light Industrial Unit # 9
Dubai Silicon Oasis
P.O. Box 341133
Dubai, United Arab Emirates

Tel. +971 (4) 326 31 93
Fax. +971 (4) 326 31 92

Santiago ● London ● Nairobi ●
Barcelona ● Lima ●
Dubai ● Karachi ●
Riyadh ●

This document is provided for information purposes only and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission. Wavetec is a registered trademark of Wavetec FZCO. Other names may be trademarks of their respective owners.