

# Ep 13: 4 Realities about Digital Interfaces and AI that can help you Improve Customer Experience

## Don't let the digital world compromise your customer relationships

- Amazon marketing is an "oxy-moron".
  - Digital sites like Amazon are destination purchasing platforms. People “shop” elsewhere.
  - You can't game Amazon due to their algorithms and lack of visibility to their analytical data.
  - Make sure you know where your consumer is vetting your industry. Focus on brand-building.
- Your back-end AND front-end tech must be optimized.
  - You need to speak, or at least understand, both languages.
  - Back-end: processing speed, # of clicks to close the purchase, payment platforms, automated updates, proper offers based on triggers, CRM drips, etc.
  - Front-end: Search, FAQ, resolving issues, and let's not forget the most important...the actual brand experience.
- Don't underestimate the power of sonic strategy and sonic identity.
  - Sound is the #2 attribute linked to recall.
  - Sound is also a universal language that creates emotional connections, stickiness and distinctiveness.
- Bots can make your brand feel less human.
  - People are choosing brands in which they feel a connection. When you use bots, you are displacing that humanity that allows for a connection. Be selective.
  - Trust and credibility are eroded if you make it increasingly difficult for a customer to reach a human and even worse if the human isn't properly trained.

### Areas to address immediately are:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

### Action Plan:

Action	Timing	Progress	Complete

