

From CX to HX

How creative technology can
improve the human experience

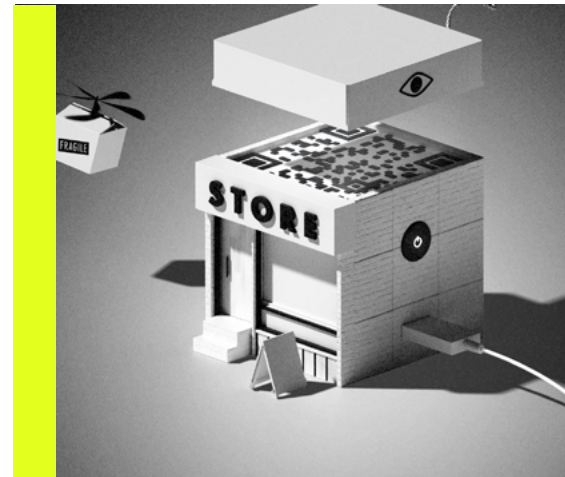


Executive Summary

For years now, businesses and brands have been advocating for a more digital world. At some point, we all became willing (or unwilling) participants in a global race to add more ones and zeros to our daily interactions - through increased adoption of virtual tools, advancing technologies and fighting to create the most seamless customer experiences.

Now, after a year of pandemic-induced digital acceleration, we're ahead of schedule. Across our work and personal lives, the screen-first world we dreamt of is here. For the duration of an entire global health crisis, society has relied more on tech than real interactions.

Back in 2019, **Forbes** reported that 85% of firms still viewed digital as a 'nice-to-have.' But during COVID-19 lockdowns tech-savvy brands **outperformed their peers** in terms of customer loyalty, seeing revenue grow by more than 6%. Mobile technologies, AI and Cloud-based software became the most critical triggers for business performance. And search traffic for keywords like "**contactless**" and "**virtual**" almost tripled in the first few weeks.



So, what's next? Now that we've reached our peak level of code, it's probably no surprise that the world is calling for the opposite: **more humanity.**





With in-person interactions snatched away from us almost entirely in 2020 - a global test we wouldn't have been able to run without the pandemic - it's been made clear that people want more personal, human experiences wrapped up in their tech. Putting the humanity back into our apps, video conferencing services, subscriptions and other platforms and tools is now paramount.

As a leading Human Experience (HX) agency powered by one of the world's largest digital consultancies, Infosys and Wongdoody decided to do some research to find out how Australian and New Zealand consumers feel about their newfound digital lives - and what their greatest demands are for the future.

Some of the key takeaways you can expect to find in this report include:

- Digital fatigue is surprisingly low
- Personalisation has gone from a nice-to-have to a requirement
- Speed and ease of online interactions profoundly affects brand loyalty
- Humour, empathy and spontaneity are what people miss most
- You can't fix everything with another bot
- Customers want to be involved in designing the solution

THE SOUNDING BOARD

This research was conducted via Wongdoody's proprietary research and insights tool The Sounding Board, powered by Infosys. The agile platform allows us to quickly create custom communities of real people so we can inform the human experiences we build.

Who we spoke to:

- **1000 Australians**
- **200 in New Zealand**
- aged from **20-65**
- in market **from 19/11/2020 through 30/11/2020**

To focus our findings for this HX report, we asked The Sounding Board community specifically about technologies used for work and leisure - as opposed to healthcare or education. That includes apps, video conferencing services, subscriptions and any other platforms you might have or use to get through your day.

At Wongdoody, making tech more human is quite literally our bread and butter. Our expertise lies in finding better ways to connect with customers through reimagining the human experience (HX) of digital interfaces. We hope the following insights help direct your energy into the right places over the coming months as your own HX strategy evolves.

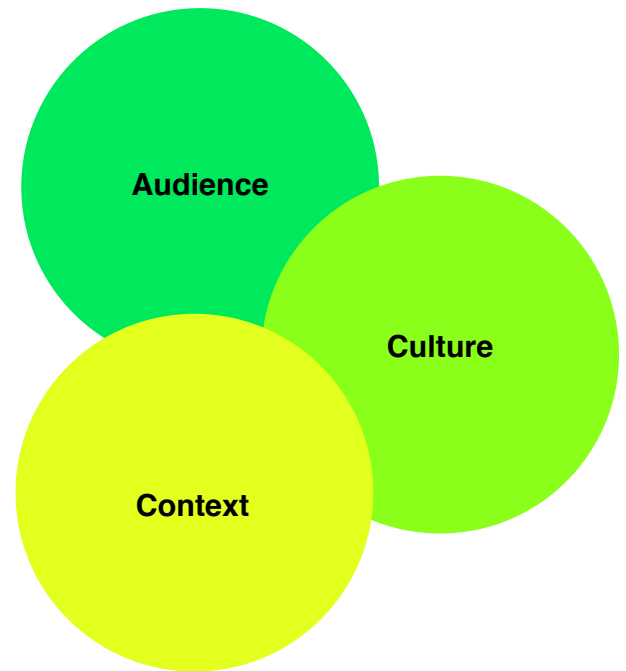
What's HX exactly?

We focus on the human problem that must be solved – not just the technology problem.

Back in 2019, when we were happily oblivious about what was to come, everyone was talking about improving the customer experience (CX). 96% of customers said CX was important to brand loyalty, and brands getting it right were bringing in 5.7 times more revenue than their peers.

Don't get us wrong, CX remains crucial. So does user experience (UX), especially when customers are directed solely to digital interfaces to get their brand fix. And if you're not yet on the employee experience (EX) train, you may be falling short of being a modern employer of choice.

But what we're really seeing during COVID-19 is that none of these acronyms can ever truly thrive alone. You need all three, plus a bit of human creativity, to really improve the experience of a digital world.



Creativity

(CX)
Customer Experience

Experience is now the top differentiator. Is yours keeping up? We design and build personal, human experiences that elevate your brand, retail and digital ecosystems.

+

(UX)
User Experience

Our UX practice aligns business strategy with human insights and creativity in order to craft relevant, intuitive digital experiences that drive revenue and loyalty.

+

(EX)
Employee Experience

Your employees are your most valuable asset. We reimagine processes, platforms and purpose at work in order to create digital experiences that improve retention, save time, and increase efficiency.

=

Human Experience

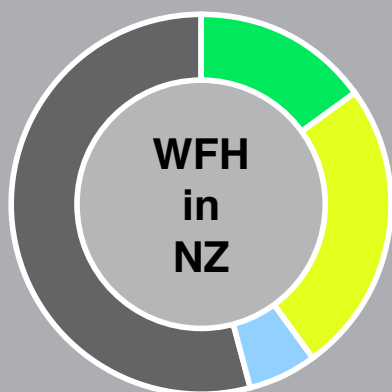
Driven by empathy and insight, HX uses creativity scaled by technology to capture imagination, invite action, and create unshakeable loyalty.

Digital usage is up...

By the end of 2020 over half (51%) of Aussies were working from home vs 46% of Kiwis. Here's what it looks like up close:

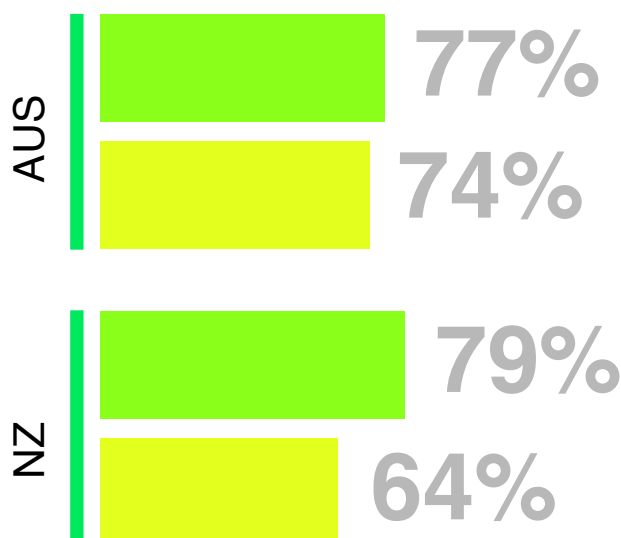


- 27% full time WFH
- 19% part-time WFH
- 5% were WFH already
- 49% doing essential work out of the home or not employed



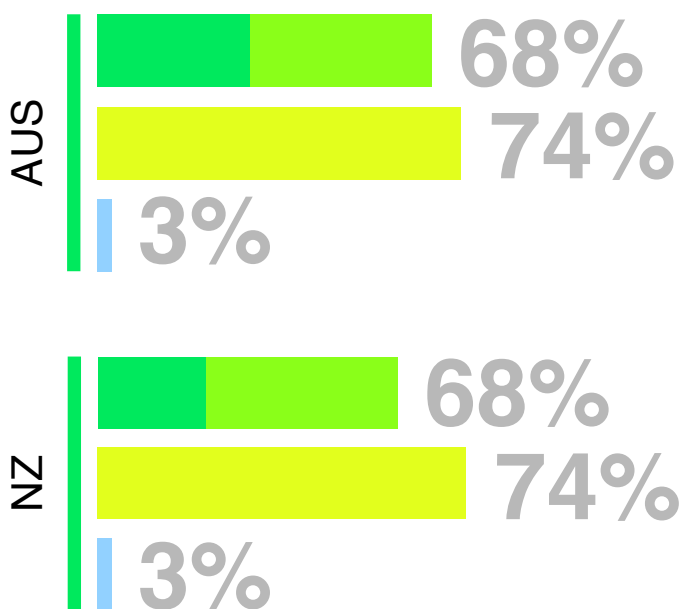
- 15% full time WFH
- 25% part-time WFH
- 6% were WFH already
- 54% doing essential work out of the home or not employed

Use of work tech has increased:



- say usage of tech at work increased since March
- say it's still increasing

Leisure tech is on the rise:

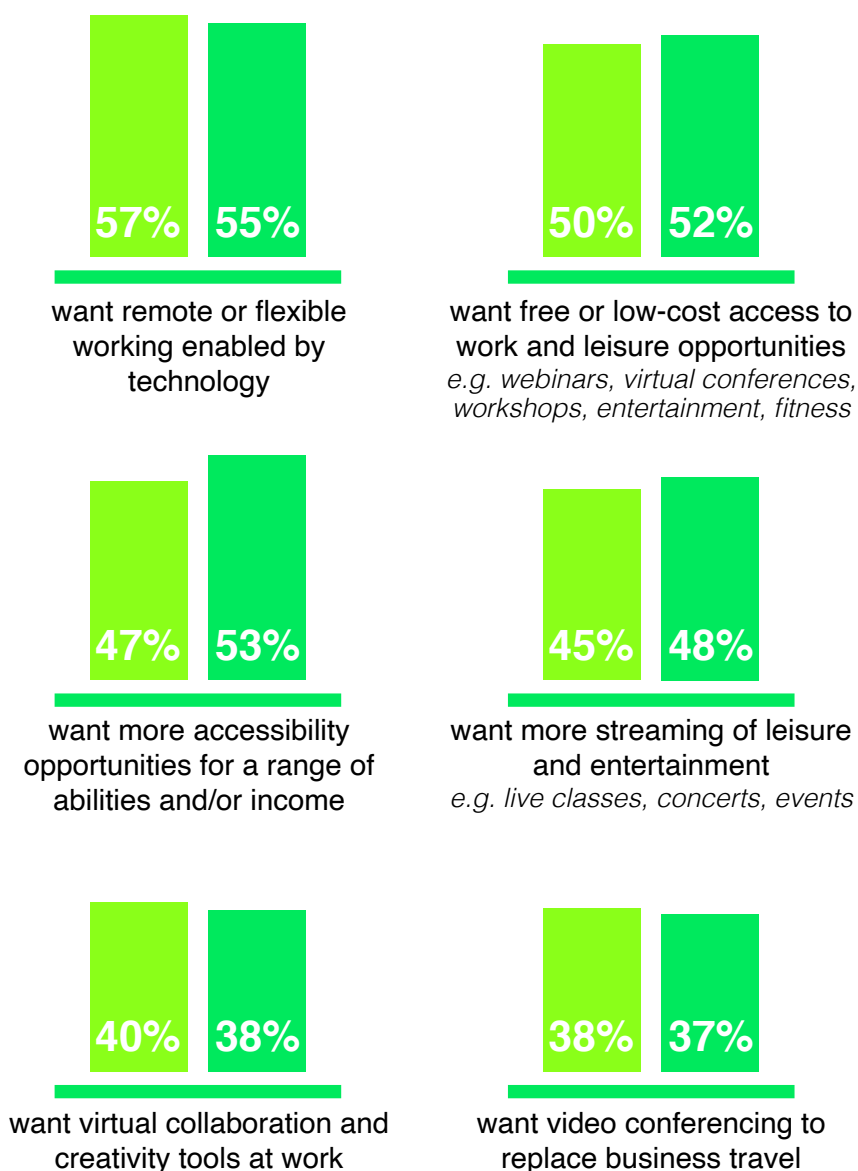


- say their usage of tech for leisure increased from March
- say it decreased at all
- people still seeing an increase by a lot
- people still seeing an increase by a bit

...and it is welcomed

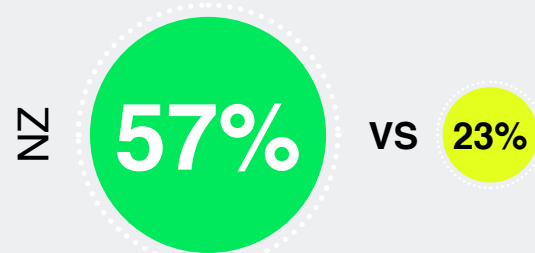
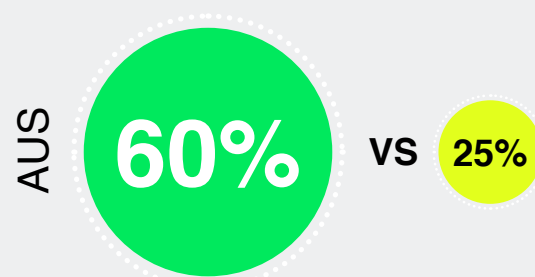
Forced reliance on tech is real but it does not seem to be a burden for most of those surveyed. [Back in 2018](#) 7 in 10 consumers were trying to 'moderate' their digital consumption in some way through digital detoxes and 'unplugging.' Now, despite missing our offices, there is actually very little reporting of digital fatigue, and most respondents view smart tech as part of what brings them joy:

“What would you like to see continue as restrictions ease?”

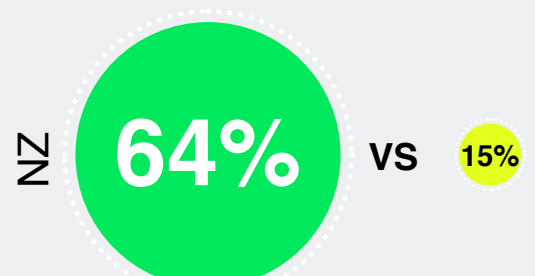
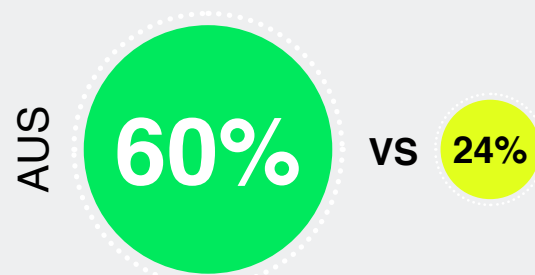


● AUS ● NZ

Is tech empowering or fatiguing?



Work technologies



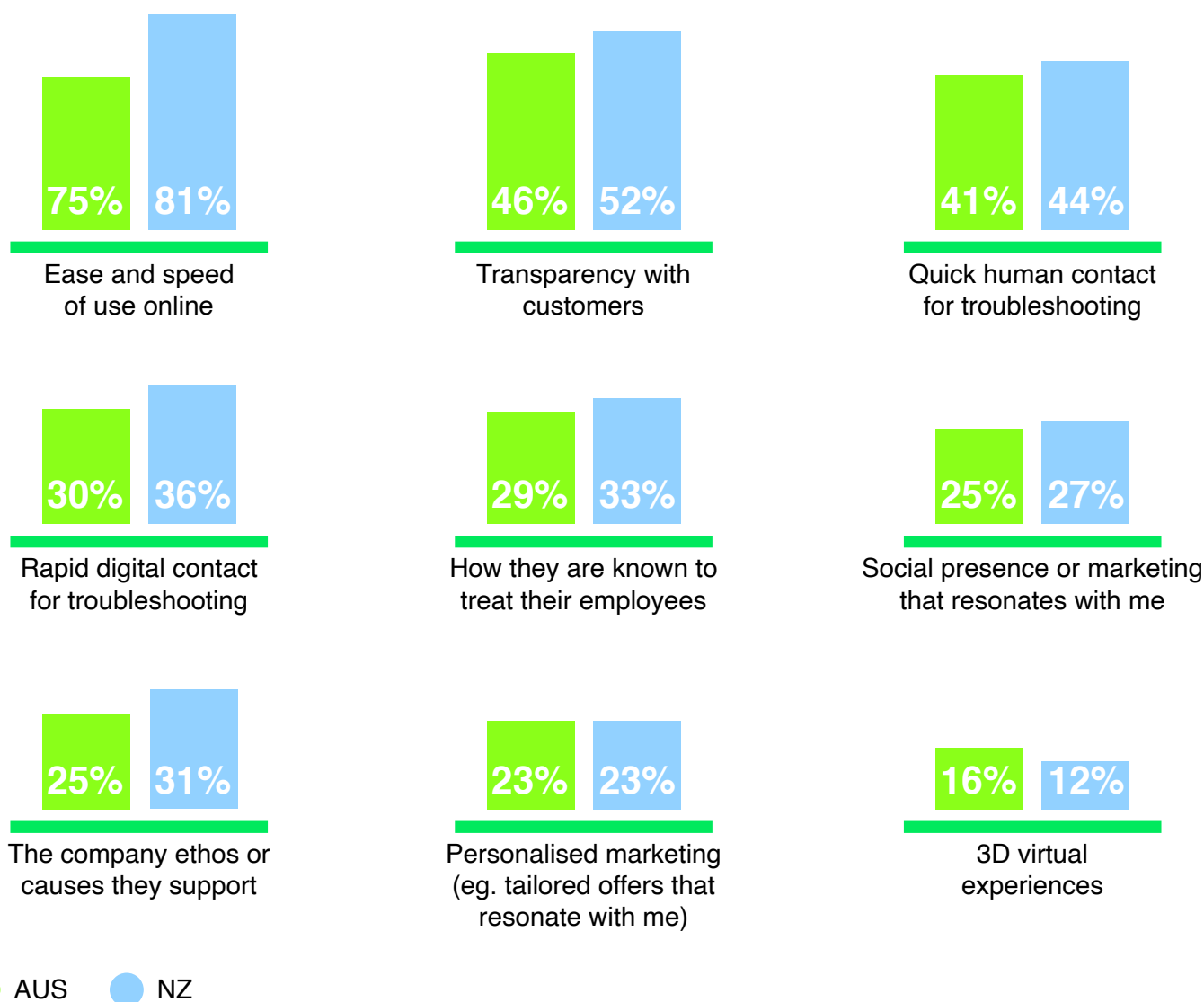
Leisure technologies

Banking, Entertainment, Retail and Grocery shopping saw the biggest upticks in customers' willingness to use their services online since the start of the pandemic.

Small bugs are big issues

When you're repeatedly exposed to a certain technology or service every day, small points of friction can morph into much greater issues for customers. Slow response times, lack of integration or chatbots that can't seem to help you are no longer just annoyances - they're dealbreakers.

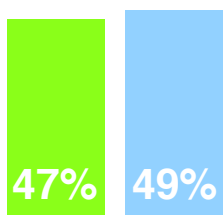
Brand loyalty is now affected by:



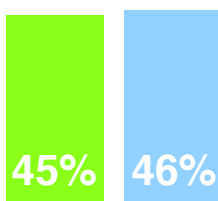
Internet stability and speed were called out as the biggest hurdles to better digital experiences in Australia and New Zealand. Will we have to design our apps and interface with low internet speeds in mind? Is there a way that we can support faster innovation in this sector?

Mostly, we miss humans

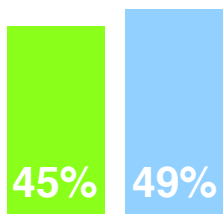
After months spent staring at their screens, the people we spoke to all felt that there were aspects of human interactions that were missed in their digital interactions - giving us profound insight into where our HX efforts need to focus:



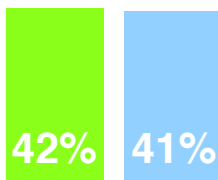
Empathy from or for other people



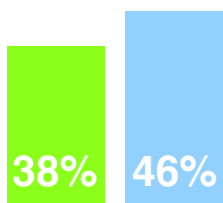
Small talk and humour



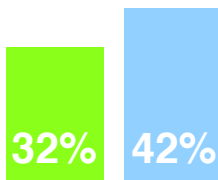
Physical interactions



The ability to be open and honest



The atmosphere created by group events



Unexpected turns of conversations or events

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The Kiwi perspective:

TECH ACCESSIBILITY

Higher priority for NZ, with 53% calling for tech that accommodates different abilities and incomes

ONLY 46% WFH

In NZ, people are less likely to be working remotely (only 15% WFH full-time)

EASE AND SPEED

Says that ease and speed of online brand experiences was even more important

GROWING ENTERTAINMENT TECH

Use of tech in entertainment saw the biggest uptick in NZ, compared to banking in Aus

GROCERIES ONLINE

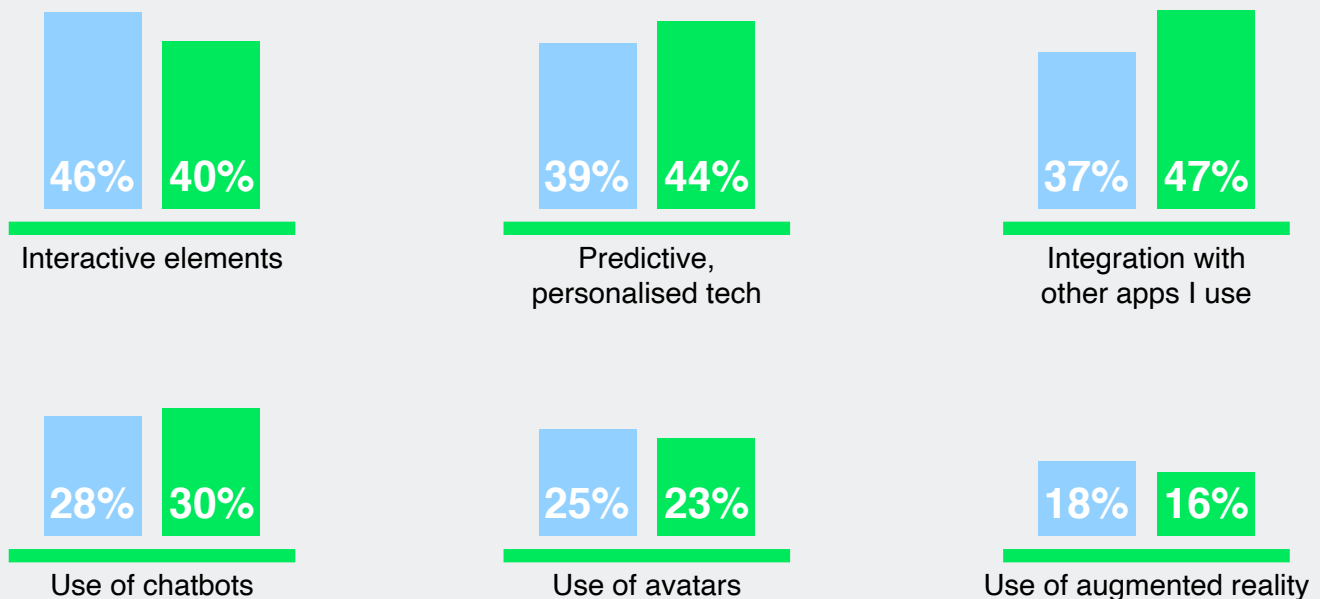
Kiwi customers were far more willing to do their grocery shopping online

How do we **fix** it?

Now that is the multi-million-dollar question. Luckily, ideas can come from anywhere - including consumers themselves. Humans are naturally creative and innovative and adaptable, and **we need to be working with our audiences to get this right, not for them.** Ensuring that consumers feel like they're part of building the solution is essential to this 'human experience' process – otherwise it's just the same old corporate experience in different clothing.

What makes tech more human?

When we asked what features of their digital experiences needed the most improvement, respondents focused mostly on speed, accessibility, seamlessness and personalisation. Here's what features people felt made their digital experiences feel more human:



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Blue sky thinking

Here are some innovative ideas that came straight from our respondents:



A friend-bot.

"[I want] something like a friend-bot. This mini-me will know who I am, my family members, the places I visit online, where I bank, the things I get in my grocery list... It will also link to my smart appliances in my smart home to offer a seamless experience. No hassles and already pre-empted any kind of questions I might want to know about something and can instantly give me peace of mind about it, will give me confidence to do more and rely more on it."

One-size-fits-all.

"I would love if all of social networks and apps were integrated into one interface."

Multilingual machines.

"When I talk, they must understand my accent!"

The tea maker.

"An AI that senses the water level is low in my body, thus will start cooking water and prepare me tea, which is my preferable drink during the evening."

Mind-reading.

"I want to be able to transfer thoughts to app without navigating inconsistent and confusing menus."

Funny AI.

"AI needs to include humour. That's something to think about in the future." Mind-reading. "I want to be able to transfer thoughts to app without navigating inconsistent and confusing menus."

ALDI 2.0.

"Would like online grocery shopping to be a little quicker, and cheaper."

Smart alerts.

"I'd like tech to anticipate my needs a bit more. For example with Netflix, which I use often, I'd like them to let me know news of when new seasons of shows I've watched have release dates. It would save me from having to Google it occasionally to check. Maybe there could be a tab where you could subscribe to news of certain shows of your choosing."

Care-bot.

"I'd make the more human connected and less like a machine, make them so they feel personal and caring."

What would **WONGDOODY** do?

While we might be getting better at building robots, we'll never be robots ourselves. Ultimately, at each end of every product or service is a real human being. How can we retain our homosapienness and bring it to life in a digital world? Here are our top 5 recommendations for companies moving forward into an HX-led market:



One-sided services no longer:

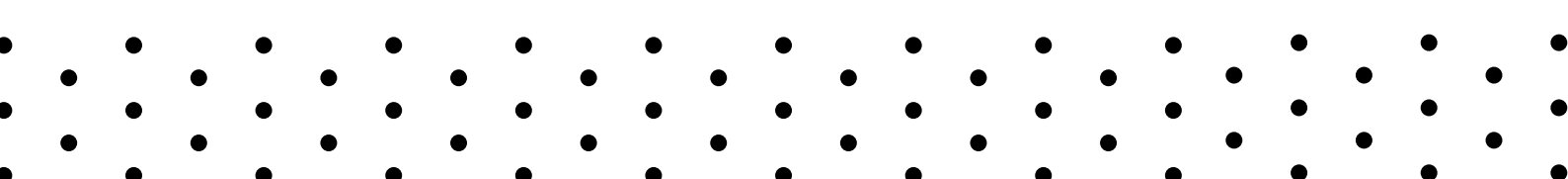
Greater connectivity, integration, interactivity and prediction are on the cards. Far from the “[digital detoxes](#)” of 2018, tech has been our friend in 2020 and there's signs in this study that people want a much closer bond. So, give them a way to exercise that friendship with apps or services. Let them personalise, interact and feel their experience is theirs to own. Technology might have become a commodity, but tech that incorporates culture, creativity and real human strategy will make all the difference.

Design around **real underlying needs,** not just what people are asking for:

If chat bots aren't working for your customers, the root human insight is that there's unanswered queries frustrating your customers. In this instance it might be that offering more human contact is imperative while your chatbots advance, perhaps through observing and learning from these human interactions. At Wongdoody, we focus on the human problem that must be solved – not just the technology problem.

Don't always turn to **tech** as the answer:

Focusing on HX can often shift a business problem into a human problem with a tech-driven solution. In this study, consumers call out more human interaction as a drawcard for a brand, and also preferred quick human contact over rapid digital contact for troubleshooting, suggesting there are some problems you can solve with people, not another chat bot. 2020 has given us all better clarity on where digital fits in our lives, and we now have the opportunity to better control that narrative.

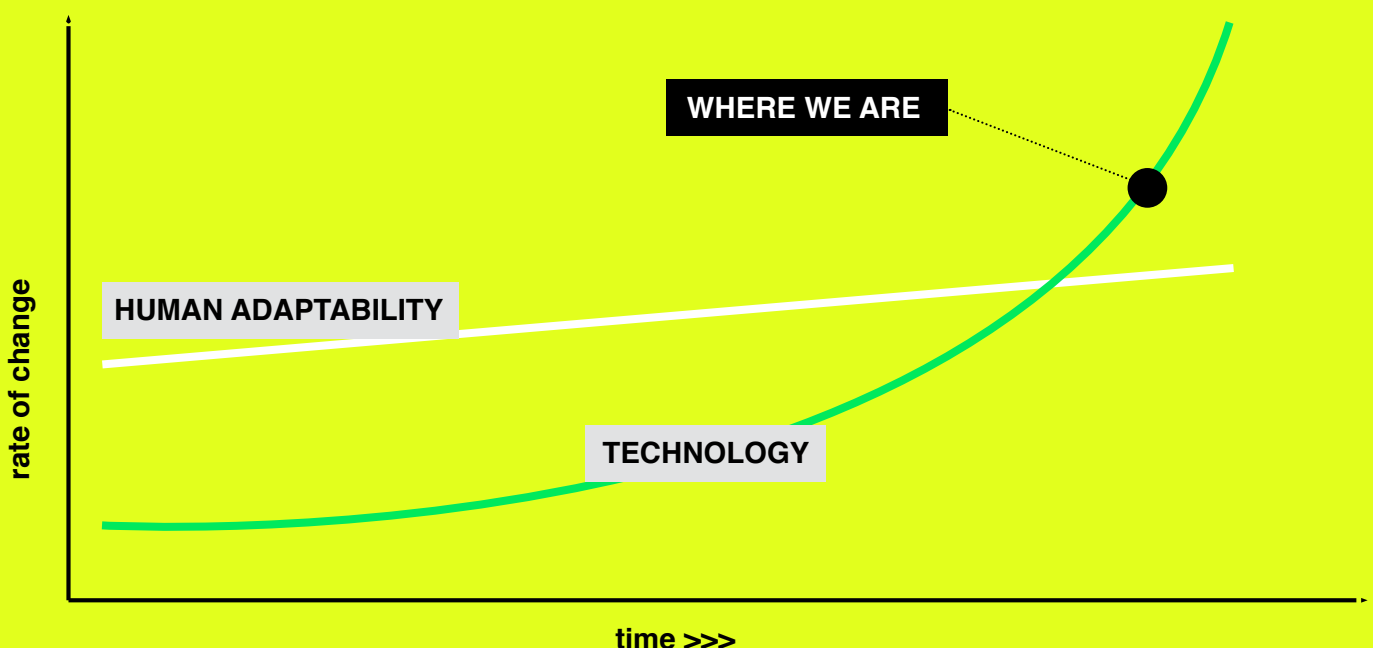
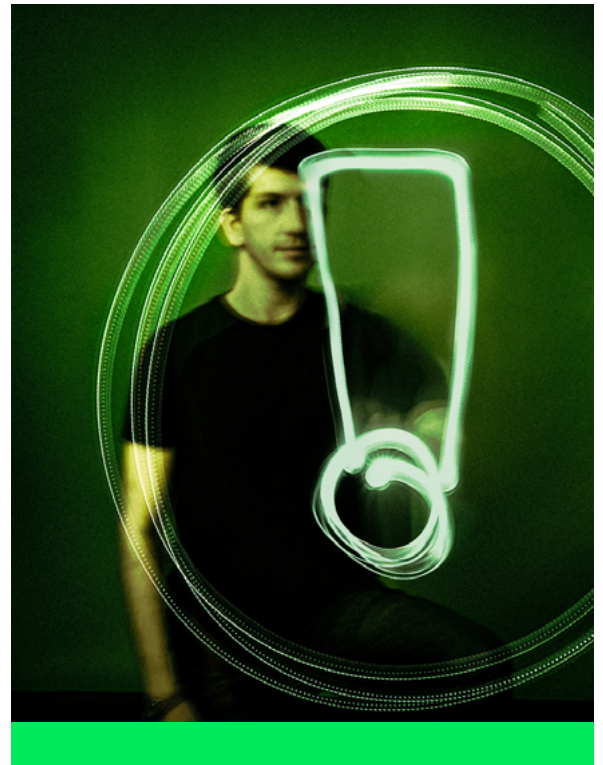


Forget agility, it's immediacy now:

The pace of change will never be this slow again. For businesses this means a move away from “last year’s innovation is today’s expectation” to “last month’s innovation is today’s expectation”. You’re going to have to move fast, and distinctly. Make sure you’ve got the internal and external processes set up to manage the ongoing evolution. This is where EX plays a big role - you’ve got to focus on your internal human experience if you’re going to keep talent engaged and able to turn the cogs quickly. After all, they’re real humans doing the job.

Be the first or the only:

‘Digital Sameness’ is pervasive and prevents consumers from distinguishing one experience from another. Just as no two humans are the same, no two digital offerings should be either. The world is too saturated with tech tools for everyone to keep flooding the market with the same old things. If you can’t beat ‘em, don’t join ‘em. Start your own revolution instead.



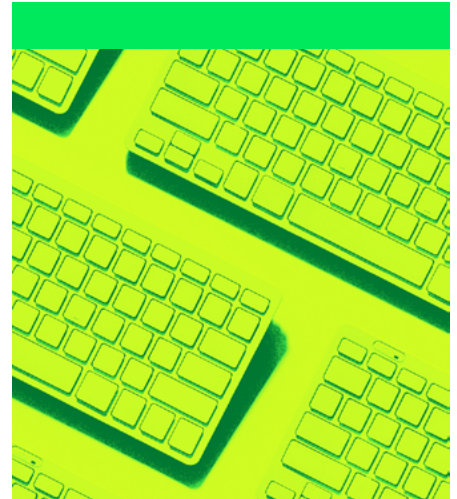
About WONGDOODY

An Infosys company

WONGDOODY is an award-winning experience, strategy, and design company powered by Infosys. Driven by insight and fueled by creativity, WONGDOODY helps clients succeed by reimagining human experiences and the data, platforms and interactions that shape them. Since 1993, WONGDOODY has been recognized as one of the world's most creative and innovative companies by Cannes Lions, Fast Company and EY, among others. With 16 studios across the globe, including Seattle, New York, London, Bangalore and Melbourne, WONGDOODY's clients represent the Global Fortune 2000 across every industry. Recent projects include developing COVID-tracing applications for state government, rebranding one of the U.S.'s major phone carriers, and reinventing employee experience for one of the world's largest energy companies. For more information, please visit www.wongdoody.com.

Who is Infosys?

Infosys is a global leader in next-generation digital services and consulting. We enable clients in 46 countries to navigate their digital transformation. With nearly four decades of experience in managing the systems and workings of global enterprises, we expertly steer our clients through their digital journey. We do it by enabling the enterprise with an AI-powered core that helps prioritize the execution of change. We also empower the business with agile digital at scale to deliver unprecedented levels of performance and customer delight. Our always-on learning agenda drives their continuous improvement through building and transferring digital skills, expertise, and ideas from our innovation ecosystem.



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