



## How Can We Make It Easier?

I ask one question repeatedly as a customer experience consultant:

"How can you make this easier for your customers?"

I also add the following caveats:

- without adding cost.
- without affecting operational consistency.
- and in a way that will be perceptibly appreciated by the customer.



Every day I run across examples of brands striving to, and reducing, the effort of those they serve. To the left you'll see an example from a banner in a Marriott lobby highlighting a feature on their mobile app which helps customers "skip the line" at check-in by using a mobile key accessible through the Marriott mobile app.

Similarly, I ran across a commitment made by HH Sheikh Mohammed bin Rashid Al Maktoum launching the Dubai Autonomous Transportation strategy for 2030 by which the leadership of Dubai seeks to have 25% of all transportation by 2030 facilitated by driverless vehicles. The benefits for those living, working, or visiting Dubai will be to "increase traffic efficiency, productivity, reduce traffic congestions and pollution & save millions of driving hours."

This "easier" form of transportation will be achieved, according to Sheikh, by the world's largest request for proposals (RFPS), "to global R&D centers to apply this technology in Dubai. Dubai offer's a global unique model for the city of the future & turns itself to the world largest R&D lab for driverless transportation."

No matter what business, government agency, or non-profit you lead, and no matter where you are in the world, I suspect the customer experience question of the present AND future will continue to be, "How can WE MAKE IT EASIER for those we serve?"

A handwritten signature in black ink, appearing to be "J. H. Sheikh".

## An EASY *But* Important Request

Voting closes by the end of this month for the Top Global Gurus Customer Service list. Your support would be very much appreciate! Vote today:



From the blog:

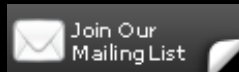
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experience **leadership**  
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**integrating** human and  
technology based service.

## Are You Up for the Human/Tech Challenge?

I'm convinced that the new customer experience leadership challenge will be ... (drum roll please) ... integrating human and technology based service. I refer to this opportunity as ***the human/tech challenge***.

That challenge involves leveraging technology for efficiency while integrating it with the warmth of human service delivery. In my opinion, your future success will hinge, in part, on how well you provide **technology-aided, human powered experiences that seamlessly deliver when and how your customers want to be served.**

[Continue reading the full blog post.](#)



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