Personalized CX

Increasing your brands ability to gain and retain customers through personalizing customer experience.

stratum
NUTRITION®

*Let's assume we all have the 4 P's of Marketing down (Price, Product, Place, & Promotion). Now, what if we told you it is time to add a 5th P to be added to your marketing strategy? **It goes by "Personalization".***

Personalization is the Holy Grail of marketing today, and it could be the missing piece that connects your brand to your customers' experience with your brand.

Why Personalization?

With customers seeking personalized interactions with their favorite brands, it is important for companies to dig down deep in connecting with consumers rather than the usual 'brand-consumer' relationship. From start to finish, brands are expected to pull off stellar, seamless customer experiences throughout the customer journey and beyond.

For consumers to have the best experience possible, there is nothing better than offering a tailor-made experience. In an era where customers are in the driver's seat, marketers need to engage consumers in an ongoing conversation, creating real relationships and brand loyalty.

Personalized customer experience, also known as PCX, is your customer's holistic perception of their experience with your business or brand. It is the result of every interaction a customer has with your business, from navigating the website to talking to customer service, as well as receiving the product/service they bought from you. Everything you do impacts your customer's perception and their decision to keep coming back or not.

According to Peppers & Roberts Group, 81% of companies that actively contribute to customer experience in all stages of buying make more profit than their competitors.

With digital marketing invading every aspect of our lives, personalization has become the new marketing strategy. The customer is king. It's an age-old mantra that rings especially true in this age of the "empowered" customer.

81%

of companies that actively contribute to customer experience in all stages of buying make more profit than their competitors.

- Peppers & Roberts Group

stratum NUTRITION®

But, How Did We End Up Here?

The mass adoption of the internet into everyday life is the single biggest event that has affected marketing over the last thirty decades. Consumers are now smarter and able to research products in seconds, easily comparing competitors and reviews, and unearthing any myths along the way.

| 1729 | 1920 | 1941 | 1994 | 2019 |
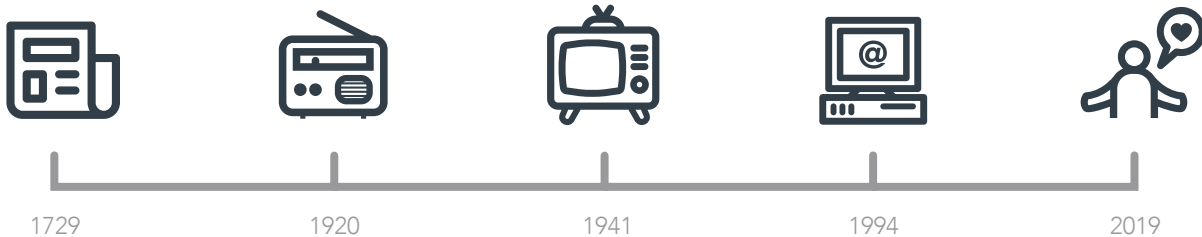
Consumers, today, are more educated on when they are being exploited, more exhausted with inbound marketing, and more fed up with seeing companies do the same exact marketing tactics in each post. The experience becomes less personal and more about selling a product. In return, today's consumer quickly become numb and walk away from brands who do not prioritize the consumer as an individual.

When brands started catering to customers on social media, it opened pandora's box – changing the face of marketing. Today, consumers will script their own journeys across the multiple channels and touchpoints, and every one of them matters.   Ensuring the consumer has a consistent, omni-channel experience is easier said than done. However, it is impossible.

"Customers define their brands. Every touchpoint makes a difference in how the brand is described and whether customers believe in the company's promise."

- Sherl Pattek, VP, CMP Executive Partner at Forrester Research.

stratum
NUTRITION®

# I. Marketing in the Age of 'The Power of Me'   ///   Care/Of

Care/of has made it easier and more enjoyable to shop for vitamins. Their survey technology is user-friendly allowing for consumers to receive custom vitamin recommendations based on diets and health goals, which are delivered in convenient daily packs.

Care/of is doing personalized customer experience right. Each vitamin recommendation is based on the consumers survey answers and Care/of's database of clinical research. Each health plan is specifically tailored to each individual consumer.

Keeping the guesswork out of what's inside each vitamin, Care/of aims to help people feel empowered to make the right choices for their health by being transparent about the research backing up their recommendations and the quality of their products.
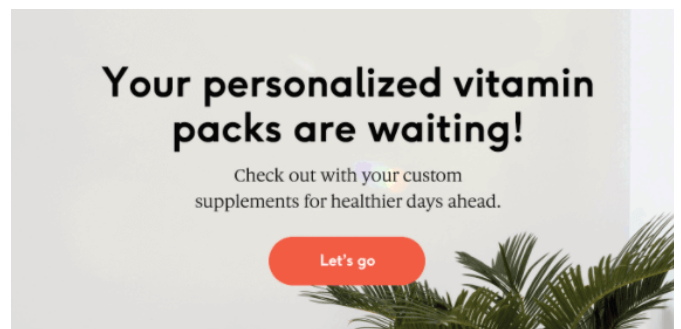
The consumers experience does not end with the vitamin recommendation. Care/of continues to reach out to consumers through email encouraging long-term health support. Image

Today's consumers do not want to be sold – they want to engage and they want help buying. Care/of understands this well and has solved the consumer's pain points when it comes to selecting the right vitamins for their daily needs.

stratum NUTRITION®

> "Customer experience should be the heartbeat of marketing. It's critical to customer retention and, in turn, revenue growth."
>
> — Lisa Arthur, CMP of kCura

Importance of Personalized Customer Experience

Delivering a personalized customer experience is hugely important for any business. The better experience a customer has, the more repeat custom and positive reviews you'll receive, while simultaneously reducing the friction of customer complaints and returns.

Why Personalized CX is the Key to Your Success

Stand out from your competition

CX is the new arena for brands, with Gartner reporting that 89% of companies now expect to compete on the basis of CX.

Increase customer retention

It's 6-7 times more costly to attract a new customer than it is to retain an existing customer.

Increase revenue

Consumers are willing to pay more for the experience.

Improves marketing

Consumers are more influenced by word of mouth than advertising. When you implement an PCX, you create memorable experiences worth sharing with others.

68%

of customers don't come back b/c they are unhappy with the treatment they've received.*

86%

of customers are willing to pay more for a better CX.*

*According to the U.S. Small Business Administration report
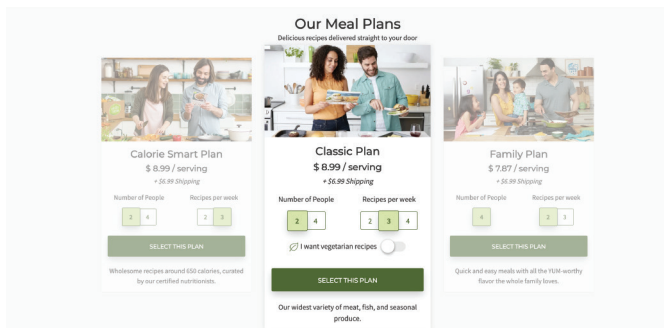
stratum
NUTRITION®

II. Creating a Company Culture Focused on Customers   ///   Hello Fresh
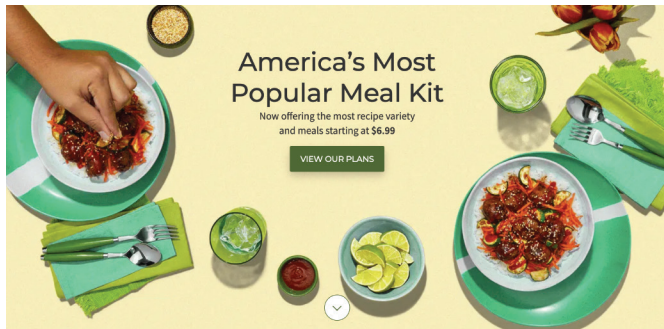
Like Care/Of, Hello Fresh's website is user friendly, full of eye-catching images

Each week, consumers will receive step-by-step recipes complete with nutritional information and fresh, pre-measured ingredients.

Their process allows consumers the option to build their own plan according to their preferences, number of people, and recipes per week.

They have resolved the age old question of "What's for dinner?" by providing planned, simple, and delicious dinners for their customers.

Their email interaction after the initial signup ensures that the customer's needs are taken care of – from the welcome letter, to the next week's meal plan options, to delivery, and to the satisfaction report.

stratum
NUTRITION®

> It doesn't matter how great your product is, if there is not frictionless execution by your company of all customer touchpoints, your profitability will suffer.

Importance of Customer Centricity

Hello Fresh understands the importance of customer centricity – knowing that personalized customer experience spans the entire organization to the end result. Customer Centricity is a way of doing business that fosters a positive customer experience at every stage of the customer journey.

How do you know if your brand is customer centric? When your brand's most valuable asset is your customer, your brand's mindset and the way you do business at every stage of the buying process and beyond should focus on the consumer.

3 Main Pitfalls You Might Face

A Forrester report cites three main pitfalls companies face when transforming into a customer-centric organization:

Lack of clarity.

If all departments do not understand the shared vocabulary of the intended experience, their customer's experience will suffer.

Failure to get broad-based buy-in.

A company's culture will fail in the transformation process if it customer centricity is not embedded into all departments across the board.

Loss of interest.

Many companies embark on a cultural transformation journey, only to lose focus before completing the change.

stratum
NUTRITION®

"When your business develops a solid brand reputation for being customer-centric, it can entice more inbound leads, referrals and buzz, enabling it to grow. Because people are attracted to success, the company can experience even more growth opportunities."

- Elaine Fogel, author 7 Brand Ideas That Matter Most for Small Business Success.

Here's how you can begin to build a customer-centric company:

Define a shared vocabulary and definition of who the customer is.

Create a comprehensive view of customer experiences.

Create a multi-dimensional view of customers and their needs.

Measure the customer experience.

Share and involve every department in every process of the customer experience.

"Internally communicating a company's core message and mission so it is reflected across the entire organization is key to mitigating the disconnect and the first step in becoming a customer-centric organization."

*- Ty McMahan, Sr Director of Marketing & Content at StellaService*

stratum NUTRITION®

III. Syncing Seamless Marketing Channels   ///   Olly

Once you pull up their website, you are met with vibrant colors and a bot available to answer your questions. OLLY has developed a user-friendly site not only selling products, but also giving consumers information about what is found inside the product using lingo that is relatable and feels personal. Consumers feel taken care of before a purchase is even made.
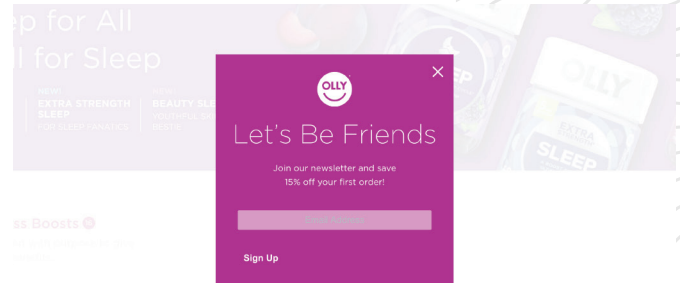
Consumers will be met with a pop-up requesting their email address to stay connected and a discount is offered off the first order. After punching in your email, they shoot you a discount as a way of saying thank you.
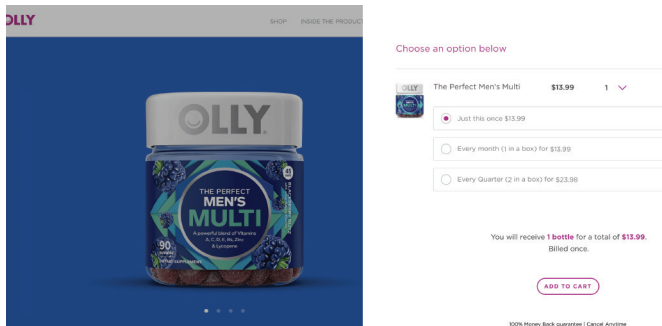
Olly doesn't provide just one option for an order, they allow consumers to choose which option is the best each consumer's budget. How kind of them!

After an order is placed and an order number is issued, OLLY reaches out with assurance that their shipping department will also be in touch with shipping details.

OLLY gets it right when it comes to marketing on channels that fit their values while meeting their consumers right where they are – and doing it all with a smile. Brands that provide meaningful experiences, individualized content and real-time, relevant offers to their customers are likely to see positive business outcomes as a result. OLLY shows us that developing and executing a consistent content strategy across all channels (physical and digital) is possible.

Does your brand convey the same customer experience across all marketing channels available to your consumers? Like in OLLY's example, it is vital to your brand's success to begin aligning all marketing channels (messaging, goals, objectives, and design) across each touchpoint in order to provide seamless, personalized customer experience.

stratum NUTRITION®

Ways to Implement PCX Now

Regardless of which industry your brand falls under, consider these five tips to ensure your customers have a smooth experience at every touchpoint from device to doorstep:

1 Incorporate Personal Touches

Ensure your brand's message resonates with your customers by adding personal touches. This can be as simple as adding their name to emails, including handwritten notes in their order, or including a personal question on the contact form. You could ask for their birthdate and send them a message on that date with a discount code or coupon for a free item. Samples of other products (not ordered by a customer) could be sent out with their order as a free gift for their purchase.

2 Step Up Your Social

Social media platforms hold brands accountable to complete transparency. Build trust by promoting your brand's values and mission statement. Respond to social media posts, questions, and criticism respectfully and with maturity. One easy way to step up your social exposure is by reposting photos taken by other accounts that relate to your brand. You could even start a fun, creative hashtag to get other social users involved.

3 Provide Brand Interaction Outside of Social Channels

It's important to provide multiple channels for customer engagement that are separate from social platforms. Customers appreciate personalized interactions with brands. One option could be to have a bot pop-up on your website asking if they need assistance. Another option is word-of-mouth advertising. Online reviews from customers are a quick and easy way for them to help you spread the word about your business. All it takes is a follow-up email request to leave a review whenever your customer has made a purchase and/or include a handwritten note in their delivered package.

4 Personalize Content

How a customer feels plays a huge role in their customer experience. Personalizing content helps provide an appreciation for your brand and a connection with your brand. If you are selling cosmetics, you could personalize your content towards a certain theme while providing makeup options that may suit your consumers. Get quirky with your content and be memorable. A consumer who may be mildly interested in your brand may move up the sales funnel by engaging in your content, like expressing their lipstick picks for the band KISS. However, keep in mind, it is important to maintain quality content that is in line with your brand's values.

5 Create a Customer Centric Culture

Seek a continuous understanding of your customer's experience and begin to implement your customer into every policy in every department. Use shared vocabulary across the board that focuses on your customer. This will start to build trust and security among your customers as well as transform the culture of your company.

> Brands offering a seamless customer experience across all marketing channels achieve 91% greater year-over-year retention rates than those that do not.

stratum NUTRITION®

87%

of consumers believe brands should invest more in providing a seamless, cross-channel experience.

- Zendesk

67%

of consumers use at least two different channels throughout their customer's journey.

– WorldPay

Summary

Businesses no longer have the luxury of compartmentalizing the customer experience. Unlike ever before, consumers have multiple channels to engage with your brand. What consumers ultimately feel about your brand depends on the cumulative effect of all the PCX your brand provides. This will determine if they should stay or if they should go.

Once you begin to implement PCX, you will begin to see a positive impact to your bottom line, but a minimal focus on PCX will result in competitors bypassing your company, in disappointed customers, and a poor bottom line.

Don't be stuck at the bottom.

64%

trust the brand with a personalized customer experience more.

- Zendesk