

3 Customer Experience Strategy Best Practices to Supercharge Your Brand

An NGDATA Guide



Today, the key to retaining customers and outperforming the competition is delivering consistently extraordinary customer experiences. But, outstanding customer experiences are not happy accidents. They require getting to know your customers, creating personalized interactions and being innovative. That's where your customer experience strategy comes in. Only when you have a solid customer experience strategy in place will you be able to set your brand apart.

Brands are realizing the value of the customer experience (CX). These companies understand that successfully implementing a carefully crafted customer experience strategy is the key to increased customer satisfaction, decreased customer churn and higher revenues. But, there is a disconnect between the experiences companies deliver and the experiences customers get: many companies believe they deliver a superior experience, while a very small amount of customers report having a great experience.

Obviously, brands need to get their customer experience strategy right, and do it fast. That's where customer experience strategy best practices come in. Below are three best practices that can propel your brand into the superior customer experience stratosphere.



1. Create a Customer- Centric Culture

You cannot prioritize customer experiences and design a successful CX strategy without putting the customer first. But, it's one thing to say that you focus on the customer and quite another to become customer-centric. The C-suite must work to create a customer-centric culture throughout the organization, and everyone must understand the value of the customer experience. It helps to put everyone in the customers' shoes.

Keep in mind that simply creating a customer-centric culture isn't enough if you want to create a successful CX strategy. You need to make your efforts sustainable and consistently work to evaluate your company culture to make changes as needed.



2. Map the Customer Journey and Build to Customer Experience Mapping

How do you go about personalizing the customer experience? You start by mapping your customer journey. These maps show gaps between customer expectations and the actual experience at key stages of the journey. At the very least, customer journey maps should contain the context, a persona, outcomes and touchpoints.

Companies new to customer journey mapping should carefully define their objectives. With clear objectives in mind, you're much more likely to define a path to get to them. It's also helpful to include executives in the process of defining objectives and engaging them in the process. Then, define the scope of the project by identifying the processes and specific customers that will be targeted in the journey mapping process. It's better to complete customer journey mapping for each key customer segment.

Once you master customer journey mapping, move on to customer experience mapping. Customer experience maps deliver key insights to help you streamline your customer experience strategy. These maps go one step further by examining the complete picture of the customer experience with a brand, analyzing behavior and interactions across touchpoints and channels. These maps deliver an understanding of the process each customer segment undergoes when interacting with your brand and show potential interactions throughout the whole buying journey. Experience maps are a must for determining why customers don't have the best possible experience, especially when you are not sure where the disconnect is happening.



3. Create Personalized, Relevant and Timely Interactions



Of course, personalization starts with knowing your customers, and knowing them well. Using an innovative customer data platform (CDP) to listen to customers, gather data from all of your interactions with them and to learn from their behavior to get a complete picture is paramount. Then, you can target their unique interests and meet their demands.

Because brands gather a larger volume of data about their customers and prospects than ever before, they need to know how to fully leverage that data. CDPs are capable of aggregating data from the multitude of channels and touchpoints throughout the customer journey, and that provide actionable insights that can inform the complex, multi-channel journeys that today's buyers travel on the path to purchase.

With a better understanding of what your customers' patterns of behavior are, as well as what their needs are, you'll have the knowledge to more accurately predict their next moves. Once you can predict what their next moves are, you'll be able to implement targeted campaigns relevant to customers' particular needs. As you can imagine, this more strategic approach to using customer data could be the difference between a lost customer or a newly gained one.

Customer experience strategy is the difference between increasing revenue with loyal customers and losing out to the competition because you don't meet customer expectations. To get your customer experience right and close the gap between customer perceptions and experience, you need to craft a successful CX strategy.

Visit www.NGDATA.com for more information.

