DESIGN.
Point of View Paper

Chasing demands to deliver engaged experiences that convert loyal customer

AUTHOR: Toby Everton, Business Consultant

Bluprintx

GROWTH. BY DESIGN.

Customers today demand a level of experience and engagement that can seem almost impossible to deliver. Brand affinity and loyalty is decreasing yet pressure to drive revenue from your customer base is only increasing.

> **71% of customers expect brands to personalize their communications and interactions[1]**
>
> **80% of customers report they have switched brands as a result of poor customer experiences[2]**

Not only do customers expect more immediate responses and more personalized experiences, but they also expect it to be consistent and seamless.

In an increasingly complex communications environment, with more channels than ever, how can marketers deliver on these demands and expectations?

STRATEGIC LANDSCAPE.

Volatility of customer loyalty and demanding customer relationships cause challenge. But they also give great opportunity to those brands who create high quality customer experiences. This enables them to retain more of their existing customer base whilst growing their market share and surpassing the competition.

> **52% of customers exhibit positive brand commitment and loyalty after a meaningful interaction with an unfamiliar brand[3]**

To achieve these ambitious goals and drive customer loyalty in the current environment will require a clear action plan, allowing you to deliver on strategic objectives and enable effective operating models and culture.

Creating connected experiences that exceed expectations, across the entire customer journey will aid in growing a customer base of loyal and repeat customers whilst improving customer lifetime value.

STEPS TO SUCCESS.

The first step in creating better quality customer experiences comes from a strong understanding of the customer. Drawing from available data and stakeholders to get a clear picture of the customer's touchpoints and navigation as they engage in their decision-making process.

Understanding customers' pain points and motivators through a 360-degree lens, across all the channels they choose to interact with you on, will foster better quality relationships. Leading to positive improvements in customer engagement, customer loyalty and growth for your business.

The second and most important aspect, involves what you do to act upon this information and how you implement and deliver exceptional customer experiences.

Creating the strategic roadmap to not only deliver on customer experience expectations, but to excel and tie this into your business objectives and targets. Designing the most impactful processes through efficient and effective teams and technology, to continuously improve and grow your market share.

Bluprintx

BLUPRINTX GROWTH EFFECTIVENESS ACTION PLAN.

We unify and augment marketing, business, and customer data to make it actionable. Then we put that data through your technology ecosystem to deliver exceptional experiences across marketing, sales and service touchpoints.

This will help you understand:

➡ *How can I deliver relevance and value to my customers?*

➡ *What do I need to do to create positive customer buying experiences?*

➡ *Which areas will help me to effectively expedite sales processes?*

We will work with you to design your strategic plan for customer engagement and loyalty, enabling you to provide best in class experiences to your customers.

Gain a clearer understanding of your target market, customers segments, channels, and customer journeys to better manage customer expectations whilst always monitoring and refining your engagement strategies.

Utilizing our experience in campaign deliverance, customer data management and market research we can assist you in having all the most important information in the most accessible places. Creating clarity and confidence for your customer engagement strategy, leading to better quality experiences for your customers and increased loyalty for your brand.

Our action plan for growth will assist you in understanding your unique business goals, analyze your current state, and design a tailored approach based on your maturity and the best practices. All tied to your budget, timeline and operating models. With our help, clients have been able to turn investment into outcomes, drive top line growth, better understand their customers and leapfrog their competition.

SERVICE DELIVERABLES.

Our Growth Effectiveness Action Plan comprises of core deliverables that you can act on immediately as well as a customized strategy for near-, mid- and long-term efficient growth

STRATEGY FOR GROWTH — an executable strategy that ties outcomes, initiatives, guiding principles, enablers and your business use cases into a cohesive plan.

BUSINESS REQUIREMENTS & KEY USE CASES — a prioritized set of business requirements that align your strategy, initiatives and business use cases

PROGRAM OF WORK & ROADMAP — a program of work and a roadmap of phased initiatives that will deliver on your business use cases.

SOLUTION DESIGNS (OPTIONAL) — supporting designs as necessary to achieve your objectives such as workflows and technology architecture.

Bluprintx

THE PROCESS.

Typically, our action plans take two to three months depending on scope and availability of key stakeholders. Our approach is simple.
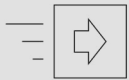
STAGE 1

Discover — an initial business discovery utilizing questionnaires and interviews will be conducted, along with analysis of data and industry/ category research. This allows us to understand your unique symptoms and business challenges.
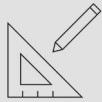
STAGE 2

Diagnose — a thorough examination through targeted discovery, research, audits, maturity assessment or lite testing. This helps us cut to the underlying issues causing the symptoms and get to the heart of what really matters.

STAGE 3

Design — we design your custom plan and gain handshake agreement so you can start implementing solutions immediately.

Sources

[1] *www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying*

[2] *www.qualtrics.com/blog/qualtrics-servicenow-customer-service-research/*

[3] *Gartner, Chief Marketing Officer Leadership Vision 2023*

info@bluprintx.com | bluprintx.com   Dallas | Sydney | London | Liverpool | Amsterdam | St Louis

Bluprintx   GROWTH. BY DESIGN.