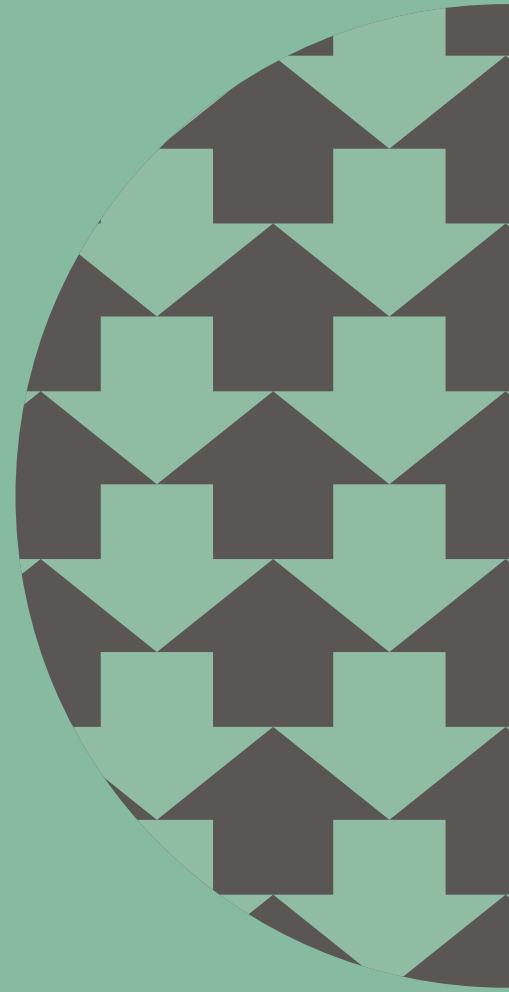


GROW.

Point of View Paper

The ongoing challenge of driving customer loyalty through experiences



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Customer expectations continuously evolve and loyalty wanes, eroding customer lifetime value. Customer volatility and the growing number of new entrants to markets are resulting in reduced customer lifespans. Meaning for brands that cannot retain customers through delivering the highest quality customer experiences, customer lifetime value and organisational success is at risk.

The amounting pressures of continuously optimizing customer experiences to improve retention and meet growth targets are only increasing the difficulties in creating long-lasting loyalty and increasing customer lifetime value.

For many organizations the focus lies on always optimizing customer experience. But the question is, how can you stay ahead of the curve?

STRATEGIC LANDSCAPE.

Deep customer insights, data driven testing and optimization, enhanced measurement and reportability will prevent you from falling behind in the customer experience race.

The increased pressure of fast acting new entrants, new technologies and widening demands of customer expectations, mean there is only one route forward: continuous, incremental growth.

Whilst some new entrants can be quick to react, delivering high-quality digital only customer experiences, many still rely on their long-standing and reputable, customer relationships. But in a world where many customers are quick to dismiss these relationships, and transitioning becomes easier and more secure. How do you hold onto the customers you have, and most importantly grow their customer lifetime value?

SOLUTION.

Stay ahead of changing customer expectations, maintain and optimize the quality of experiences you deliver...

Often the fear of missing out, and the overwhelming speed of transition can lead organizations to dismiss their hard-earned reputation, recognition and experiences their customers have grown to recognize and expect. In replacement for fast acting, often dramatic, overly-ambitious and underdelivered attempts to re-engage customers.

Through adopting a culture of continuous improvement, driven by accurate business, market and customer insights, you can create significant results, whilst retaining important customer relationships and optimising customer value.

To achieve continuous improvement, optimizing your customer engagements and experience, it is vital to gain a deeper understanding of your customer, their journeys, their motivations and their pain points.

This is realized through a combination of:

- ➔ *Customer and audience insights: marketing campaign and performance data management.*
- ➔ *Investigating your channel and touchpoint mix - test and refine sales and marketing cadence approach and touchpoints.*
- ➔ *Creating a long-lasting, scalable tech strategy to support sales with customer insights, customer success reporting, content and training availability and prospect management.*

GROWTH THROUGH OPTIMIZATION.

Stay ahead of the customer-expectation curve. Using deep consumer insights to test and optimize experiences, improve customer lifetime value and deliver continuous growth for your organization.

Use our proven frameworks to improve performance whether through big bold moves led by confidence in data, or smaller, incremental, marginal gains. Learn more about which prospects are likely to convert, and who you need to influence to win new business. Let data and testing guide you to better results.

Delivering an executable plan that you can stick to, we will help maximise an insight led acquisition strategy of campaign and targeting improvements. We track progress against your original strategy to show ROI on your optimization efforts.

We leave you with a clear set of benchmarks, performance targets and a strategic optimization framework.

Working with you and your organisation to build and refine:

- ➡ **Business growth measurement frameworks** — *backed by data and insights.*
- ➡ **Customer and audience segmentation** — *delivering impactful insights and engagement strategies tailored to your audience and segment needs.*
- ➡ **Enable personalization at scale** — *we help you get the most from your technologies, enabling dynamic and agile communications, improving relevance, timeliness, and better experiences.*
- ➡ **Performance benchmarking** — *creating impactful data visualisation to consistently manage your efforts.*
- ➡ **Testing and optimization** — *assess, discover, build, and refine your outputs, activities, and processes.*

SERVICE DELIVERABLES.

Our 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, technology and architecture.

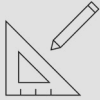
THE PROCESS.

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



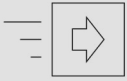
STAGE 1

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.
