

According to *Get Satisfaction*, a company that compiles customer satisfaction data, those companies who lead the way in creating a great customer experience outperform the S&P 500 by 28.5%!

They also estimate that most companies miss or mishandle up to 80% of customer engagement opportunities. **Why?**

Perhaps it's because only 20% of companies surveyed for their infographic, "How to Host the Perfect Customer Experience", have a well-developed strategy for delivering an excellent customer experience! Only 7% were willing to confess that they had no such strategy, with the rest claiming that their customer experience strategy was changing, or currently in development.

80% Most companies miss or mishandle customer engagement opportunities.

20% Companies surveyed for their infographic.

7% Willing to confess that they had no strategy.

What's YOUR Ultimate Customer Experience Strategy

The same infographic lists valuable benefits that delivering a fully integrated customer experience provides to your company:

- 88% Improved customer retention or brand loyalty
- 82% Increased sales and improved customer acquisition
- 79% Increased customer satisfaction
- 59% Referrals and recommendations
- 44% Reduced operational costs

These are some very compelling reasons to focus on delivering the ultimate customer experience!

How to Deliver the Ultimate Customer Experience

Salesforce.com suggests that companies seeking to create the ultimate customer experience strive to keep everything they do in context.

- **When targeted customer segments respond** to your awareness campaigning, be prepared to get them the right information the moment they click on your webpage.
- **When a customer expresses interest** with intent to buy, be sure to update their customer profile with any new insights they may provide, and then provide the right help in the right context.
- **When the customer makes the commitment to purchase,** establish a clear foundation for success using your product and make certain they get the help they need to get started using it right away.
- **During the lifecycle of regular use** of the product, make sure the customer is connected to the right resources to answer any questions, solve any problems, and repair anything that may go wrong. Help them use and fix it.
- **At all stages,** do everything possible to deepen and expand the relationship to increase the lifetime value of the customer through ongoing repeat sales at product end-of-life.

Data Drives Personalized Engagement

At each stage, providing and collecting data is key to your success.

- **When the customer expresses interest,** provide them with multiple ways to get their questions answered, including: telephone, online chat, email an expert, social media experiences, and easy access to knowledge bases and product brochures. Be sure to collect those questions so you'll have record of their product concerns from the start.

- **When the customer is ready to commit** to the purchase, increase the bandwidth by adding escalated chat with a trained expert, even video chat, cobrowsing websites, shipping costs and other information to make the buying experience as simple and painless as possible. Again, collect all new insights the customer has to offer. They'll be useful later on!

- **At the point where the buying decision is made,** accelerate the process while increasing their satisfaction by offering a premium or coupon. Make sure they know all their payment, shipping, and other options.

- Preclude any discomfort **while the customer awaits delivery** by keeping them informed of shipping progress at every step. Make sure they know everything they'll need to know to get the product working as soon as it arrives. Tantalize them with suggested uses!

- **Throughout the useful life of the product** continue suggesting more and better ways to get value from the product. Make sure the customer knows how to quickly and easily obtain support. Capture any and all support questions or service requests to construct an ongoing history of the customer.

Making the Most of All Data Collected

The data you collect from every interaction during the ultimate customer experience is vital to your ability to continue to keep the perceived value high.

The companies that deliver the best customer experiences are highly informed; they understand who the customer is and what the customer's history with their company is. They fully appreciate each customer's preferences, and know all of the channels in which the customer may have engaged with them. Driving a highly personalized engagement that understands each customer's needs and interests and adds value to their day is all about the data.

That data is not a static thing either. You continue to gather new information with each engagement, information that evolves from each interaction with the customer or prospective customer. Successful customer engagement accumulates this information in real-time and incorporates

that newfound learning into the evolving conversation. A big challenge for marketers and sales leaders is that much of this knowledge and information exists across a multitude of systems and data sources that don't naturally and seamlessly talk to each other.

Bring the Data Together to Create the Ultimate Customer Experience

All the customer data you collect will live in a variety of systems, from back office to CRM, to home grown applications, across various marketing applications. In fact, recent studies have shown that nearly 50% of companies surveyed used 3 or more digital marketing applications.

Since these marketing applications were never designed to share information with each other, this challenge is a significant obstacle to getting the most out of a company's marketing spend and driving a cohesive customer experience—and we haven't even talked about the growing plethora of data in the social sphere.

One significant challenge here is that the data design of the CRM system is dramatically different than that of a marketing system. A CRM system is designed to support complex data relationships and human workflow, while a marketing system is designed for speed of execution. The marketing system may incorporate all of the information about a prospect or

customer inside 1 or 2 data objects, while the CRM may use up to a dozen related data objects. As a result, it is never practical to try to share all of the data between the 2 systems.

This propels the need to identify the critical information that needs to be shared to drive the most important business results and be precise when integrating the data.

There are three types of customer data you'll want to collect that drive three big areas of integration value, they are:

- How do you synchronize the **attribute** data about a customer or prospect into the marketing or CRM system to drive that highly targeted and personalized experience?
- How do I take information gathered in the marketing or sales **interaction** and share it with the other systems for effective follow up and nurturing?
- How do we close the loop and attach data regarding the outcomes or **results** you are looking to drive, like closed sales or customer adoption, back to the specific engagement activities that drove the result?

ABOUT SCRIBE

Scribe is an established global provider of solutions that easily bring customer data anywhere it is needed – regardless of IT infrastructure. Scribe's award-winning products help 12,000 customers and 1,200 partners use customer data – cloud-based, on-premise or a mix – to increase revenue, provide superior service, and create business value faster. Its easy-to-use, enterprise-ready solutions are backed by extensive support options and training, and service customers across a wide array of industries including financial services, life sciences, manufacturing, and media and entertainment companies.

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SUMMARY

Your ability to consistently and constantly drive the ultimate customer experience that will return tremendous benefits to you is rooted in your ability to manage this data and make it available at any touch point in the ongoing customer relationship.