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Dissecting the Art of Building Great Customer Experiences



Introduction

“

There is a 4-8% increase in revenue for companies with a customer experience mindset.

- Bain & Company

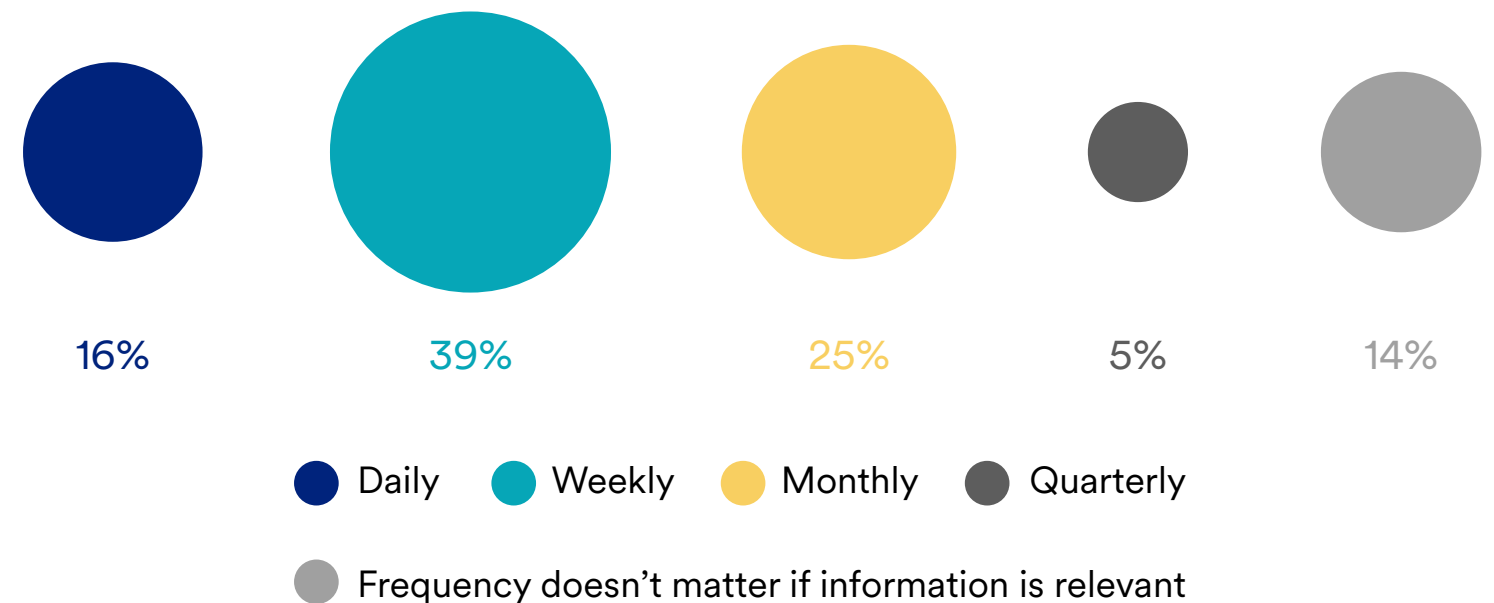
“

Customers are likely to spend 140% more after a positive experience.

- Deloitte

Customer experience has the power to make or break a brand. In our remote, digital-first environment, providing exactly what the customer needs is more important than ever. Consumers today demand an individualized experience across channels, with contextual content. Every engagement with a consumer is an opportunity for you, as a marketer, to demonstrate that you know who they are, what they care about and how you can help them. Consumers have high expectations from brands given the variety of messages they receive. Their experience with your brand must be managed in the right way to ensure that they are not frustrated.

How often do consumers prefer to receive messages and communication from brands?



Source: Personalization Pulse Check Report 2021



39% of North American and European consumers prefer to receive weekly communication from brands; for others, [frequency doesn't matter](#) if the communication is relevant. Inconsistent messaging across channels, receiving irrelevant products, and too many or too few messages are the most frustrating communication experiences for consumers in North America and Europe. Brands must create a communication strategy keeping in mind frequency and individual preferences. Personalization and omni-channel marketing to deliver a consistent experience play a critical role in engaging customers.



“ When a person purchases an item from a retail store, they don't expect to see an email or mobile notification prompting them to repurchase the same product, if it's not a repeat purchase. Consumers want brands to personalize their experience based on their purchase history and known interests and expect them to leverage this information in the right way.

- Meagan White

Senior Marketing Director, North America
MoEngage

How digital adoption enhances customer experience

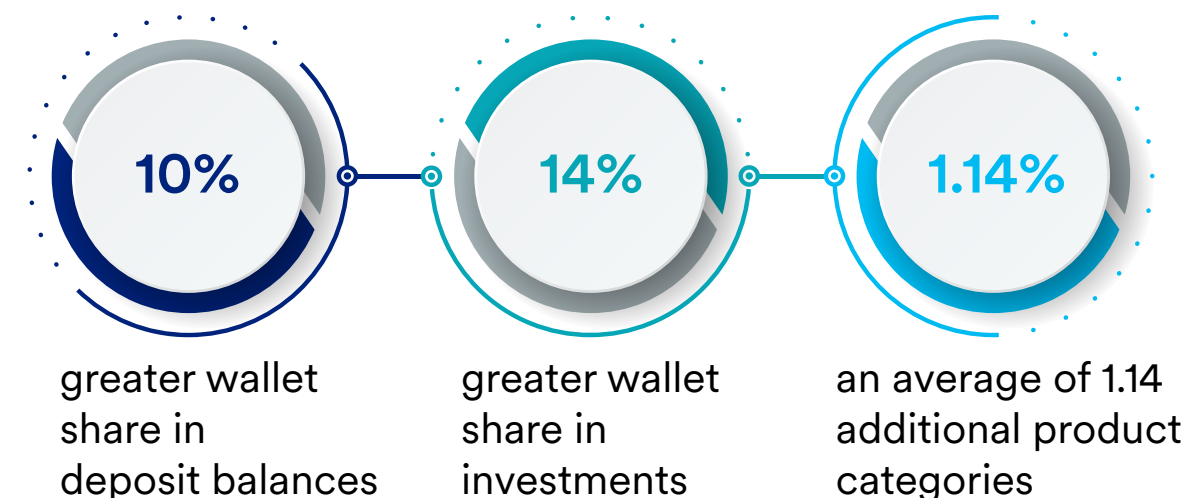
Discussion about customers and data is futile if it doesn't take into account the ways in which behavior of customers and the brands interacting with them has changed globally. Emerging trends in this post-pandemic world indicate an increasing focus on keeping the customer at the centre of the product and brand strategy. This has worked well for organizations across verticals and geographies.

“ Consumers who believe that companies are doing well in offering personalized experiences shop over **three times** more frequently.

- Epsilon

Among financial institutions, fully engaged customers bring **\$402** in additional revenue per year to their primary bank compared to those who are actively disengaged.

Engaged customers have:



It's all about customer experience

When we think about customer experience, the key question to ask is, *"How do we create the best experiences for users both within and outside of our product?"* You need to spend time to figure out how to build seamless workflows so that everything is at your user's fingertips or a couple of clicks away.

Christopher Smith believes that brands need to understand what customers are doing within their app or website. This doesn't happen by using hunches or assumptions to drive business. He recommends that brands "should collate data by engaging in A/B testing or multivariate testing to make sure that they're showcasing the best experience". Use of third party tools to understand behavioral differences between user segments such as renewing customers vs churned, or identifying users by their investment profiles can be a game changer here.



“ We use analytics and attribution tools to understand behavioral differences between our user segments, such as renewing customers versus churn customers. We also run A/B tests to test our hypothesis and reiterate our findings.

- Trang Dao

Vice President, Growth
Atom Finance

Importance of 1:1 Customer Engagement

A majority of engaged customers receive communication that is not related to the product or service that they want - a big mistake when it comes to personalization. The trick lies in finding the optimal time to ask users what they want and making it really easy for them to communicate their preferences. This can be easily achieved by mapping their behavior via insight-led engagement.

[MoEngage Analytics](#) allows you to analyze consumers and [predict behavior](#) such as:



The most active time of the day – Understand when your customers use your platform.



Preferred communication channels – Pick the right marketing channel to get your message across.



Content preferences – Decipher what each customer prefers to view and recommend the right content.



“ To engage users before they even purchase their product, organizations need to ensure that their registration process is quick and easy. Getting rid of unnecessary fields simplifies the customer experience.

- Philip Greenwald

Chief Executive Officer
HiWave



“ You need to ensure that you have continual engagement with users to nurture them at each step of their journey. Doing an isolated pay-per-click ad, a display ad or an in-app ad is no longer going to cut it.

- Christopher Smith

Co-founder
American Graphics Institute

Go-to Strategies for Digital Adoption

- Create 1:1 relationships with customers and maintain authenticity.
- Do not assume that customers don't want to share data. There has been a gradual change and customers are now [willing to give information](#) under the right circumstances.
- Understand what users want by asking the right questions and making it easy for them to communicate their preferences.
- Honor customer preferences across channels, timing and frequency by appropriately scheduling messages.
- Segment the audience by geo targeting, ethnicity groups, user interests etc. to engage like-minded consumers together.
- Incentivize new customers and make them feel appreciated with badges, certifications, congratulatory messages on work anniversary etc.

Top Challenges for Marketers

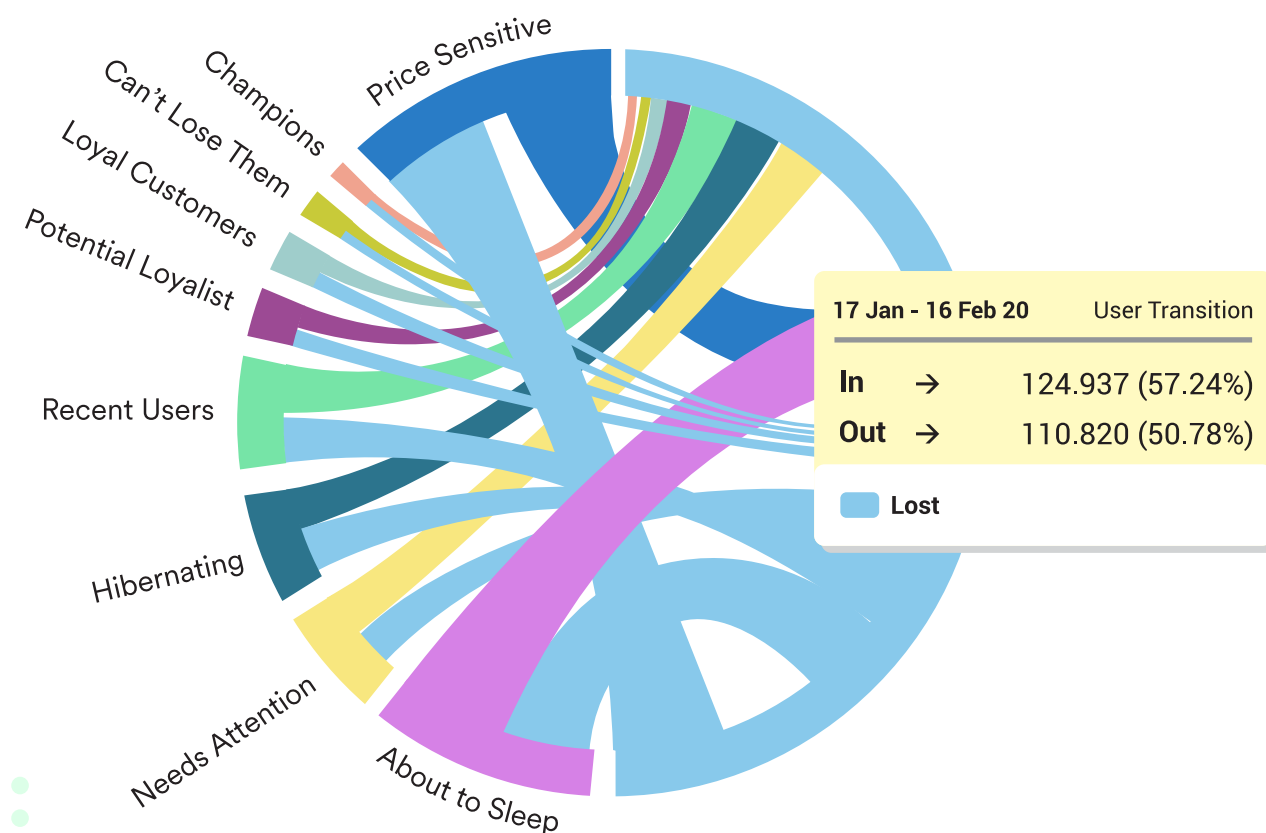
- Keeping every individual engaged.
- Using multiple martech tools that function in silos.
- Making sense of disconnected, incomprehensible data.
- Launching an omnichannel campaign.
- Inability to personalize customer experiences.
- Inability to get a unified customer profile.
- Acquiring new customers.



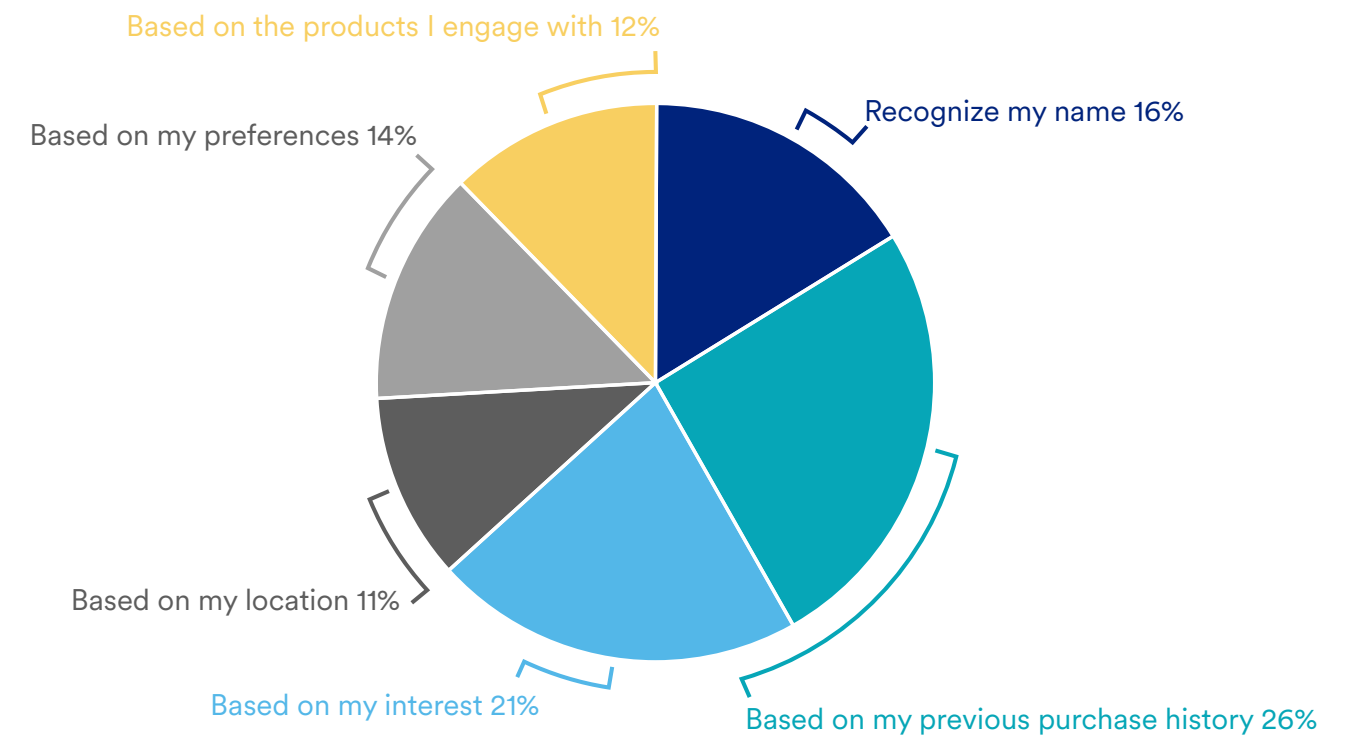
Tackling the Challenges

Whether you are using a customer relationship management tool, a marketing automation system or a customer data platform, the data is stored in different places and different teams have access to different tools. There's really no visibility into each consumer's profile or individual interests and behavior across different channels. As a marketer, if you must create a consistent one-to-one multi-channel experience, you need all the data to be connected.

Since customers have different preferences and expectations, using segmentation to group them appropriately would make it easier to target marketing communications.



Send contextually relevant messages that are based on customer characteristics and behaviors such as recent browsing, browsing history, wishlist or any personal offers that customers are interested in. For instance, a majority of consumers in North America and Europe want brands to personalize experiences based on their [previous purchase history and interests](#).



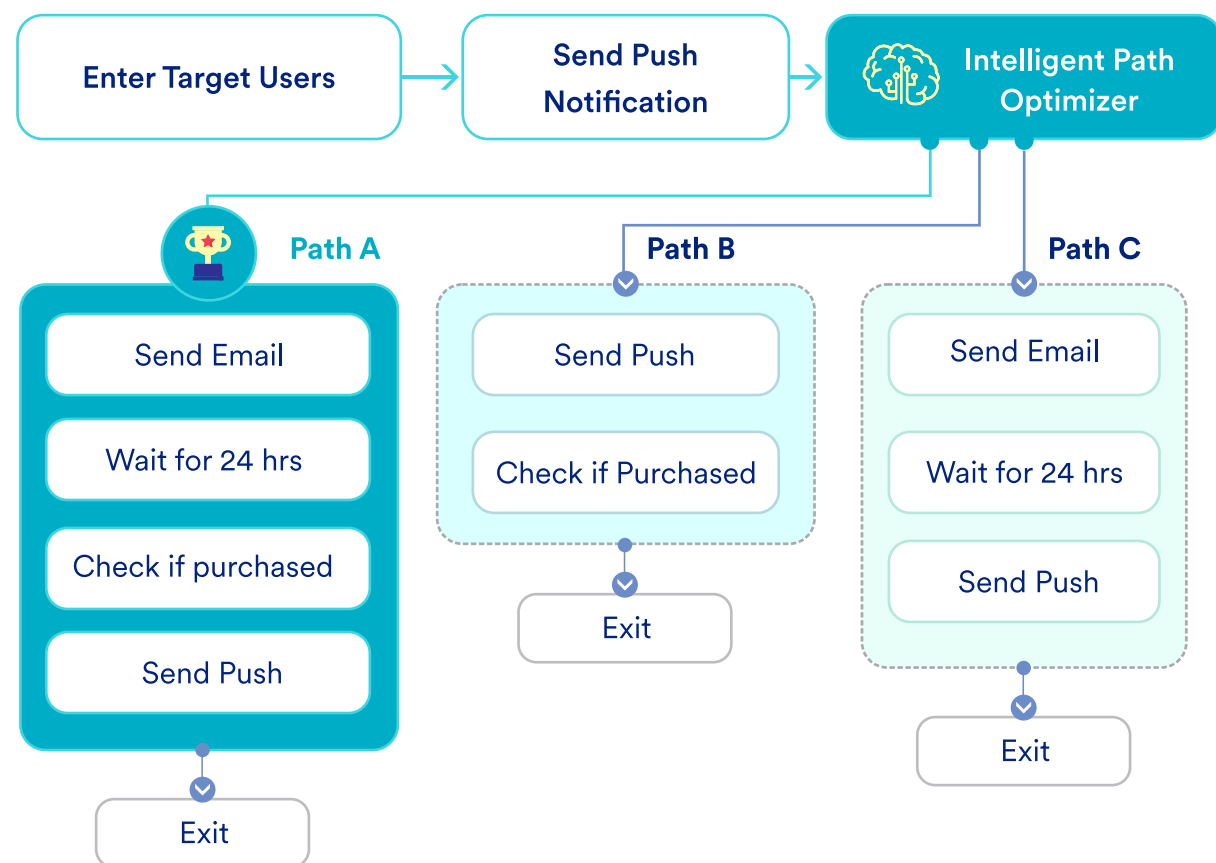
Source: Personalization Pulse Check Report 2021



Additionally, marketers have access to advanced tools that enable them to move at the customer's pace and deliver relevant content real-time, across every channel. AI, when used effectively, can become a marketer's super power and help minimize effort by auto-suggesting next steps in the customer journey.

MoEngage's [Sherpa](#) enables you to pick the right time and messages for your push notifications, emails and text messages.

- Sherpa observes the performance of different message variations to automatically pick and show top-performing content to customers in real-time.
- It boosts ROI by identifying the best time to send messages and when customers are most likely to interact.
- Intelligent Path Optimizer uses Sherpa to maximize conversions and helps in identifying the best journey for customers.



“ Focusing on critical moments in the customer journey and having a holistic view of customers on a single platform allows marketers to create an insight-led engagement strategy, and removes guess work and trial-and-error.

- Irmina Myszkowska

Senior Product Marketing Manager, North America
MoEngage



Did you Know?

Empiricus used MoEngage [User Path Analysis](#) to optimize campaigns for their onboarding process throughout the customer lifecycle. They observed a 45% increase in conversions and a 100% increase in content engagement.

Customers today are more digitally savvy than ever before. They interact with brands across digital channels such as websites, mobile apps and social media. Therefore, having a holistic view of customers on a single engagement platform would simplify a marketer's task by allowing them to follow a data-driven approach to personalizing customer experiences.

Using Experimentation to Improve Customer Experience

There is a growing need for organizations to use the right tools to facilitate experimentation and personalization in order to increase conversion and optimization rates. Businesses need an effective optimization and testing program that can help them achieve return on investment and edge out competitors.



Morganne Hatfield explains the three different areas of Hanna Anderson's experimentation program



The ideation stage is a collaborative one where the team solicits test ideas from the whole company. To build a culture that promotes testing, the company uses a simple Google form to collect ideas from employees. Tests are conducted using tools such as AB Tasty. This is followed by analyzing the results and calculating an estimated run time based on the amount of traffic needed to reach statistical significance. This information is then communicated to the teams early on so that Hatfield can set the right expectations about the timelines for results.

“The cost to acquire new customers is increasing every year. However, by optimizing experience and creating an effective optimization program, you can decrease acquisition costs by 50%. You can thus convert more customers at a lower cost. This can ultimately help you lift your revenues by 5-15% and increase the efficiency of your marketing spend by upto 30%.”

- Mary Kate Cash

Senior Manager, Partner Marketing
AB Tasty

Taking an experimentation approach is a great way to ensure that you are keeping customer experience at the forefront and enabling customers to find what they are looking for and get personalized recommendations.

Capabilities of a Rock Solid Testing Program

- The testing process needs to be iterative, defined, prioritized and collaborative - you need to allow ideas to flow in from everywhere.
- Get an executive sponsor who truly believes in the testing program and get endorsement at the highest level in the company. Additionally, you need a dedicated resource who can drive the program forward.
- Communicate the progress, wins, learnings etc. from day one. Provide weekly updates on tests to the leadership team as well as the merchandising and digital teams. Also put in place quarterly internal reviews for testing.
- Test ahead of time to get data before you invest resources and save on time, effort and money.
- Build a culture of testing that can have a ripple effect so that there are more people who are aware of what's going on. This will make them more invested in the process, ask questions and pitch in ideas.

Conclusion

We have seen the impact that the economic uncertainty caused by multiple rounds of lockdowns and restrictions around the world has had on customer confidence in 2020. Customers continue to shift to online shopping across categories. It is likely that this shift will stay on after the pandemic. New digital habits such as grocery/food delivery are being formed. Many apps were born during the pandemic and they will continue to be a vital area of investment as the economy recovers. The urgency for personalization in marketing and customer expectations from brands has increased exponentially. Customers expect brands to go the extra mile and anticipate their needs based on their interactions, interests and personal preferences. To meet these expectations, brands need to deliver the right product or communication at the right time using a streamlined data-driven approach that incorporates customer profiling, segmentation and customized experiences.

Our Experts

atom

Hanna Andersson



AB Tasty

agi American Graphics Institute



Here's what you can read Next:

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Personalization Pulse Check Report 2021

Shopping Behavior and Consumer Preferences in North America and Europe




1. Personalization Pulse Check Report 2021

Shopping Behavior and Consumer Preferences in North America and Europe

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Beginner's Guide to Omnichannel Marketing for 2021



2. Beginner's Guide to Omnichannel Marketing for 2021

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Insight-Led Engagement: How Can Media & Entertainment Brands Engage and Retain Millions of Users Efficiently



3. Insight-Led Engagement for Media & Entertainment Brands

[Read More](#)

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State of Mobile Finance in 2021

Payment app downloads - YoY percentage gains in 2020



Country	YoY percentage gains in 2020
Brazil	~70%
Argentina	~30%
US	~25%
Germany	~20%
UK	~15%
Japan	~10%
Turkey	~5%
Ukraine	~2%
Russia	~-5%

4. State of Mobile Finance in 2021

[Read More](#)



About moengage

[MoEngage](#) is an insights-led customer engagement platform, trusted by more than 1000 global consumer brands such as Ally Financial, McAfee, Flipkart, Nestle, T-Mobile, Travelodge and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 900 million users every month. With offices in nine countries, MoEngage is backed by Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast and Helion Ventures.

Fortune 500 brands across 35+ countries such as Deutsche Telekom, Samsung, Vodafone, Nestle, McAfee, and internet-first brands such as Ola, OYO, Bigbasket, and Tokopedia use MoEngage to orchestrate their cross-channel campaigns and engage efficiently with their customers.

MoEngage was recognized as a Leader in the 2020 [Gartner Magic Quadrant](#) for Mobile Marketing Platforms, a Strong Performer in the Forrester Wave™: Cross-Channel Campaign Management (Independent Platforms), Q3 2021, a Leader in G2 for [Fall 2020 Grid® Reports](#), and the #1 Mobile Marketing Platform in G2's [Spring 2021 Momentum Report](#) for our solutions. To learn more, visit www.moengage.com.

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