



5 ways to ensure a consistent customer experience

A great start-to-finish customer experience has been proven to improve sales, reduce churn, and lower service costs. In fact, for every 10-point increase in customer satisfaction ratings, companies enjoy 2-3% higher revenue.¹

Customers are constantly inundated with marketing messages across every channel. To rise above the noise and create the optimal customer journey, you'll need abundant customer data, excellent marketing technology, and savvy message alignment.²

Here are five things you can do to ensure your brand delivers a consistent, tailored customer experience.

1

Think science before art

For a long time, marketing was thought of in terms of art, attracting writers, artists, and designers into its professional ranks. But as the digital marketing wave landed, marketing analytics and technology transformed the art-vs.-science debate. Today's top marketing executives need to be a rare blend—a bit artist and a bit data scientist—to lead organizations in creating effective, consistent customer journeys.

Telling customers an engaging story is still essential. But today's brands need left-brain marketers to analyze the flood of customer data and derive meaningful customer insights, so you can tell each customer their own personal story.

Good data science begins with the consolidation and centralization of customer data, gathered from both internal and external sources. Look around for potential data you might be missing; as of now, 70% of companies are still not collecting data from social media channels.³

Don't rely on just one type of data, whether it's focus groups, surveys, demographics, social media, or contextual data. Instead, blend them all into dynamic customer profiles for targeted campaigns.

Use data science to analyze and make sense of the data at your fingertips. With the right tools, you can enjoy a complete 360° view of your customers. Distill data into actionable insights that help you innovate and plan campaigns that are highly personal and will help strengthen customer relationships. Finally, make sure you incorporate predictive analytics as your design offers.

2

Get personal

Customers expect an experience that connects with them on a personal level, and in today's digital world, customers are in the driver's seat. Brands must work harder to earn loyalty by creating a buyer's journey that features relative, credible, and personal campaigns.

For many marketers, "personal" simply means personalized. But it's not good enough to insert a customer's name into a one-size-fits-all email campaign anymore.



Personal campaigns include personalization, but they're also designed and built around information about each customer's background, preferences, and expectations. That is why it is so essential to collect data and build dynamic customer profiles.

3

Be “always on”

Global companies are communicating across time zones, languages, platforms, and channels. Online commerce never sleeps. In today's market, your brand is “always on.” It's a huge challenge to manage and maintain a consistent customer experience in a multi-touch-point, multi-channel world.

To manage the customer journey, you need a holistic view of all of the moving parts in your marketing campaigns. You must have real-time visibility into campaign information, resources, and budgets across all channels and touch points. You also need analytical tools to measure the success of your efforts.

As you work to manage channels, vendors, and campaigns, look for places you can streamline tasks. Thoughtful automation will help your brand present a consistent customer experience.

4

Map to the buyer's journey

At every stage of the customer journey, your message needs to be aligned to the customer. Map the customer journey to get a visual framework that represents each stage of the journey, including all the different touch points and tactics along the way. View each touch point along the journey through the lens of customer experience, and use your analysis to understand how the customer interacts with your brand.

Customer journey analysis has emerged one of the most valuable Conversion Rate Optimization (CRO) methods; many marketers now say it is even more important than A/B testing. 93% of companies surveyed are either already using customer journey analysis for CRO, or they plan to use it soon.⁴

Any size organization benefits from mapping the customer journey. Larger, more complex sales organizations may need different tools to help them visualize the map. But the end goal is the same—to become more aligned with the customer at each stage of the journey.

Map the customer journey in a way that's flexible, so it can evolve as customer behaviors change. Be sure to include the post-sale journey in your analysis as well. Nurturing the relationship leads to more opportunities for cross-selling and upselling. Customers who are in your community usually spend more than those who aren't.

5

Tool up

With the right information about a customer, it's easy to build a personal campaign. What's difficult is building many personal campaigns for many different types of customers, deploying them all at once, and analyzing results. To scale up marketing efforts, you're going to need technology that helps manage people, processes, budgets, and campaigns.

The goal of a modern marketing engagement platform is to deliver highly personal experiences at scale. Your technology platform will be instrumental in helping you create a great customer experience that is consistent over time and across channels.

As you're tooling up, consider these qualities to find the best engagement platform:

- Omni-channel architecture
- Machine learning to mine data and identify patterns
- Highly personal
- Scalable
- Flexibility and modular deployment options
- Connects easily to third-party apps
- Mobility
- Collaboration

It's a data-driven world, so until you have the data, nothing else can be built. Top-performing companies are 58% more likely to create a complete view of customers.⁵

Once you can create dynamic customer profiles, you're in a position to use technology to connect your brand's sales efforts with the right prospects by using the right message at the right time and place. However, only by deploying the right marketing tools can you create a consistent experience across the entire customer journey.

[Learn more about Infor Customer Experience Suite >](#)

1 McKinsey & Company, "From touchpoints to journeys: Seeing the world as customers do," March 2016.

2 McKinsey & Company, "The four pillars of distinctive customer journeys," September 2016.

3 Direct Marketing Association, "7 Trends that Should Shape Your 2017 Marketing Budget," May 17, 2016.

4 Econsultancy, "Lack of resources and budget still the main barriers to CRO: report," January 18, 2017.

5 Aberdeen Group, "Smart customer service: Four steps to long-lasting customer bonds with omni-channel," March 2016.

Share this: [in](#) [f](#) [t](#)