InMoment White Paper

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Connecting CX & Marketing:

How to Create Customer-Centric Experiences That Deliver Business Results

Introduction

In every organization, marketing plays an important role in defining, socializing, and managing the customer experience (CX). However, the relationship between the customer experience and marketing teams is often disconnected.

This disconnect can be particularly harmful as Forrester's research shows that today's consumers do not differentiate between the brand experience and customer experience. Therefore, CX and marketing teams need to work together to develop a unified vision and align resources to connect the brand promise with the customer experience.

In this white paper, we will explore five different unity points where your customer experience and marketing teams can come together to achieve business results. Let's get started!

CX and marketing teams need to work together to develop a unified vision and align resources to connect the brand promise and experience with the customer experience.

UNITY POINT #1:

Marketing Sets Expectations, and CX Delivers

The importance of making sure that the experience being advertised to your customers is consistent with what your customers actually experience when interacting with your brand cannot be understated.

In order to be successful, brands need to tell a coherent and authentic story—and customer experience needs to adhere to that brand story consistently across all touch points.

Ultimately, both marketing and customer experience's role is to work across departments and examine stages of the customer lifecycle to consolidate feedback, identify themes, and bring about change.

If we take a moment to list out the responsibilities of the Chief Marketing Officer and the Chief Customer Officer side by side, there is a high degree of overlap.

If both teams and their leaders have similar responsibilities and goals, why wouldn't they unite their efforts and avoid excessive use of resources? Marketing and CX teams have complementary expertise and must work together to create customer-centric experiences that deliver business results.

CMO/HEAD OF MARKETING

CORE RESPONSIBILITIES

- Lead Generation
- Acquisition
- Social
- Retention/repeat sales/upsells
- Design! Promote brand promise through messaging, channel optimization, price, product, and services
- Customer Segmentation
- Targeted Advertising

INTELL

- Web analytics
- Lead funnel metrics
- SEO
- GRPs
- Brand and comms trackers
- Business performance and CX data
- Analytics of prospect and buyer journeys

COO/HEAD OF CX

CORE RESPONSIBILITIES

- Onboarding
- Social
- Retention/repeat sales/upsells
- Deliver the brand promise
- Journey design, management, and improvement

INTELL

- Business performance
- Operational and CX data
- Touchpoint, journey, episode, and overall relationship feedback
- Brand and comms trackers
- Action planning activities and outcomes

CX activities without brand alignment represents a lack of strategy, and branding without customer experience lacks impact as the brand comes alive through customer interaction.

UNITY POINT #2:

Define Your Goals and Shared Vision

Marketing and customer experience teams both share the same goals such as creating brand loyalty, retaining customers, cross-sell and up-sell opportunities, and creating positive experiences for customers.

Marketing focuses on defining what a brand is, whilst customer experience focuses on making what a brand does reflect that identity. They are two sides of the same coin; ***implementing CX activities without brand alignment represents a lack of strategy, and branding without customer experience lacks impact as the brand comes alive through customer interaction.***

Due to this close relationship, it is vital that customer experience works with marketing on how the brand promise can be delivered and illicit emotions through customer interactions. For example, if the messaging a brand uses in its advertisements promises an easy, seamless transaction and customers instead experience a confusing purchase and unsatisfying end result, their irritation can be amplified. After all, didn't this brand claim that purchasing was "quick and easy?" This is definitely not the emotion that brands want to create in their customers. Instead they need to dive deep into what their messaging is promising potential customers, then strategise on how they can deliver that exact experience.

When aligning the brand promise and customer experiences to create an overall aligned experience, there are a few things to take into consideration:

- What is your brand promising customers through your marketing efforts?
- Is your brand delivering on its brand promise to customers at each and every touchpoint?
- How and where do customers interact with your brand?
- What do they say about it?
- How do they feel about the brand and the experience that it delivers?
- Is the experience the same at any point in time, at any touch point?
- How would customers describe the customer experience themselves?
- How do the teams work together to build and deliver on a joint vision?

CX and Marketing Teams: Common Goals

ATTRACT NEW CUSTOMERS

CREATE BRAND LOYALTY

RETAIN CUSTOMERS

INCREASE SALES

UNITY POINT #3:

Empower Marketing with CX Data

As customers, we expect consistent and continuous products and services with instant access always and on any device. If brands don't meet those expectations, we are more likely to take our business elsewhere.

CX teams have the power of being able to listen at the various touchpoints as part of their transactional and relationship surveys. They also have the power to analyze feedback from open comments from social media and review sites. A strong CX team has the capabilities to analyze whether the brand promise is actually being delivered or highlight where the gaps are. Sharing this information with Marketing teams will allow them to make informed decisions, adjust the delivery of their strategy by reviewing the current process, translating customer comments into actions and, where appropriate, applying successful methodologies of engaging with customers at other parts of the customer journey.

One of our clients, The North Face, has taken this on board and aligned their marketing and CX teams to identify additional revenue by targeting non-purchasers with better visual merchandising in store to reflect their digital experiences on their website.

Client Spotlight: The North Face Increases Customer Satisfaction and Spend

Through analysis of data and emerging trends in customer feedback, InMoment helps The North Face (TNF) identify key touchpoints along the customer journey that increase both customer satisfaction and spend.

The Problem:
Customer Feedback analysis found that 1 in 4 non-purchasers reported difficulty finding a product in the correct size as the driving factor behind the failure to complete a purchase in-store.

The Solution:
TNF Marketing teams worked together with CX professionals to match the in-store experience to what customers have come to expect online. TNF identified an additional £9 million in annual revenue in a single market.

UNITY POINT #4:

Leverage Joint Channels

Today's customer is incredibly knowledgeable and can connect with your brand in many different ways. Your CX team is already collecting customer feedback across all channels, so why not share that feedback and intelligence with the marketing team so they can make informed choices? Sharing CX data ensures that your brand will deliver what is needed to meet your customers expectations at each and every touchpoint.

One example of how marketing campaigns are capitalizing on CX data is through social media channels. Whether they have a product suggestion or something wasn't quite right, consumers are quick to make their voice heard on their favorite social platforms. The brands that step up and interact with these consumers are the ones that are getting noticed in the right way. Not only are they directly getting feedback from the customer, but they are also showing non-buyers what type of brand they are and how they are delivering their brand promise.

These positive interactions on social media and other channels are fuel for 'You Said We Did' marketing campaigns. By looking at occurring problems and themes within the data, businesses are able to take action and resolve these problems. Marketing can then use these successful efforts to show customers that they are listening and taking action.

CUSTOMER PRIORITIES AND TOUCHPOINTS

Customers make purchase decisions based on:

- Brand Promise
- Proposition
- Effort
- Reviews
- Recommendations

They connect with your brand through:

- Online
- Mobile
- Apps
- Social Media
- Desktop Research
- Physical Environment
- Contact Center

Common Marketing and CX Channels

	Experience	Marketing
WEBSITE	Collect feedback, explore usability, unify online experiences within store experiences	Build site, identify the right content, products, and messaging, improve performance
SOCIAL MEDIA	Collect and analyze feedback, real-time customer stories and experiences	Build followership, encourage word of mouth recommendations, expand market presence, create brand awareness
CUSTOMER / EMPLOYEE FEEDBACK	Learn real-time from customers, identify gaps for improvement	Training of employees to live brand values
IN STORE EXPERIENCE	Training of frontline staff, store layout, and ease of experience	Making memorable experiences for in store customers
ADVERTISEMENTS	Analyze customer comments to understand key points to address in marketing messages: "You Said, We Did".	Portraying the brand message and values

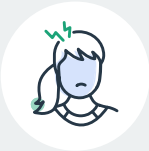
UNITY POINT #5:

Combine Efforts to Drive Business Value

Aligning experiences throughout all your customer touchpoints—whether it's a marketing billboard, an online social post, or an in-store experience—can all create a stronger brand identity and give customers an understanding and appreciation for your brand's promise and aspirations. Even better, that appreciation can translate into customer loyalty and business growth.

According to Gartner, by 2023, 25% of organizations will amalgamate Marketing, Sales, and CX into a single function. If marketing and customer experience teams work together to develop a thorough understanding of how customers interact with the brand and overall business, they can begin the process of collecting and analyzing feedback data from the growing number of touchpoints customers depend on. Then, they can combine that information into a cohesive, consistent, and actionable 360-degree view of their customers.

And the intelligence that results from alignment with the CX team is the gift that keeps on giving for marketers. When they understand the 'why' behind customer's behaviors, marketers can better segment their campaigns to offer personalized engagement, resulting in a positive impact across four major economic pillars. For example:



CHURN PREVENTION

Use personalized marketing outreach after a poor experience to close the loop and incentivize return to happiness. 32% of consumers report they will leave a brand they love after just one bad experience. (Adobe and Forrester, 2018)

CROSS-SELL AND UP-SELL

If you are listening intently to your customers, you uncover in the feedback data when a customer has had a positive experience with your product. Why not take the opportunity to offer them a complementary product to enhance the experience further?

REFERRAL

Enable advocacy with happy customers to turn them into vocal promoters by looking for drivers of satisfaction.

WIN-BACK

Understanding the reason for a customer leaving your brand will enable you to reformulate your value proposition to try and bring them back to the fold.

Wrapping It Up!

So, are you ready to reap the benefits of uniting your marketing and customer experience teams? We've put together this checklist to get you started:

- ✓ Build the brand promise, values, goals, and overall mission and deliver them across all channels
- ✓ Work together to develop a plan to deliver on promises and goals
- ✓ Align the customer journey and examine what the customer wants versus what is being delivered
- ✓ Analyze feedback along all touchpoints to understand sentiment and emotion of the customer
- ✓ Use feedback to provide recommendations which marketing can use to improve their brand strategy, support the story, optimize reporting, and increase visibility on success

Following these simple guidelines for how your CX and marketing teams can effectively work together will lead to better business results—and happier customers. What could be better?

To demo a product or to contact us call:

NORTH AMERICA
+1 385 695 2800

UK & IRELAND
+44 (0) 121 296 5245

APAC
+61 (2) 8397 8131

GERMANY
+49 (0) 40 369 833 0

Or email us at sales@inmoment.com

About InMoment

Improving experiences is why InMoment exists. Our mission is to help our clients improve experiences at the intersection of value—where customer, employee, and business needs come together. The heart of what we do is connect our clients with what matters most through a unique combination of data, technology, and human expertise. With our hyper-modern technology platform, decades of domain authority, and global teams of experts, we uniquely deliver a focus on Experience Improvement (XI) to help our clients own the moments that matter. Take a moment and learn more at inmoment.com

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