

EBOOK

4 Quick Wins to Boost Your Digital Experience Success





Introduction

If you think about how quickly technology has evolved in the past year, the speed of advancement is almost hard to believe—and customer behaviors and expectations are changing just as fast. In fact, doing business the same old way just isn't enough. To keep up with your customers, you can't settle for anything less than continuous innovation and experience improvement, especially when it comes to your digital experiences.

If you're not rethinking your digital experience strategy and taking action to deliver exactly what consumers want exactly when they are looking for it, it's likely you'll be left behind.

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In this paper we'll share four quick wins and digital initiatives that have proven successful for our clients to improve customer satisfaction and loyalty. Loop these into your digital roadmap and you'll stay relevant in your market, successfully retain and grow your customer base—all while adjusting to a new normal.

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Win and Win Again

04

FOUR DIGITAL EXPERIENCE QUICK WINS

Quick Win #1:

Identify the Digital Drivers of
Your Customers' Behaviors

It's the age of the customer, so the more you know about your customers and their behaviors, the easier it will be to enhance your online presence and improve experiences. Achieving this quick win will help you identify what you don't know about your customers or what may have changed about their behaviors so you can align what matters most to your customers and your business—and adjust your digital experience efforts accordingly.

Here are some ways to cultivate customer knowledge:

Challenge Your Assumptions: Learn what your customers think about their journey; don't just assume you understand the customer's perception. Be personable and help them get to know the humans and mission behind the brand so their loyalty grows. You can use customer journey mapping, customer interviews, and survey questions to create a better understanding of the customer journey.

Know Your Drivers: Identify which behaviors are driving sales growth, retention, and the moments that matter so you can focus on the things that impact your customers and business most. A good way to do this is to use regular strategy meetings to determine your specific brand's "North Star" (or central goal), leverage employee feedback and customer knowledge, and leverage methodologies like linkage and true driver analysis.

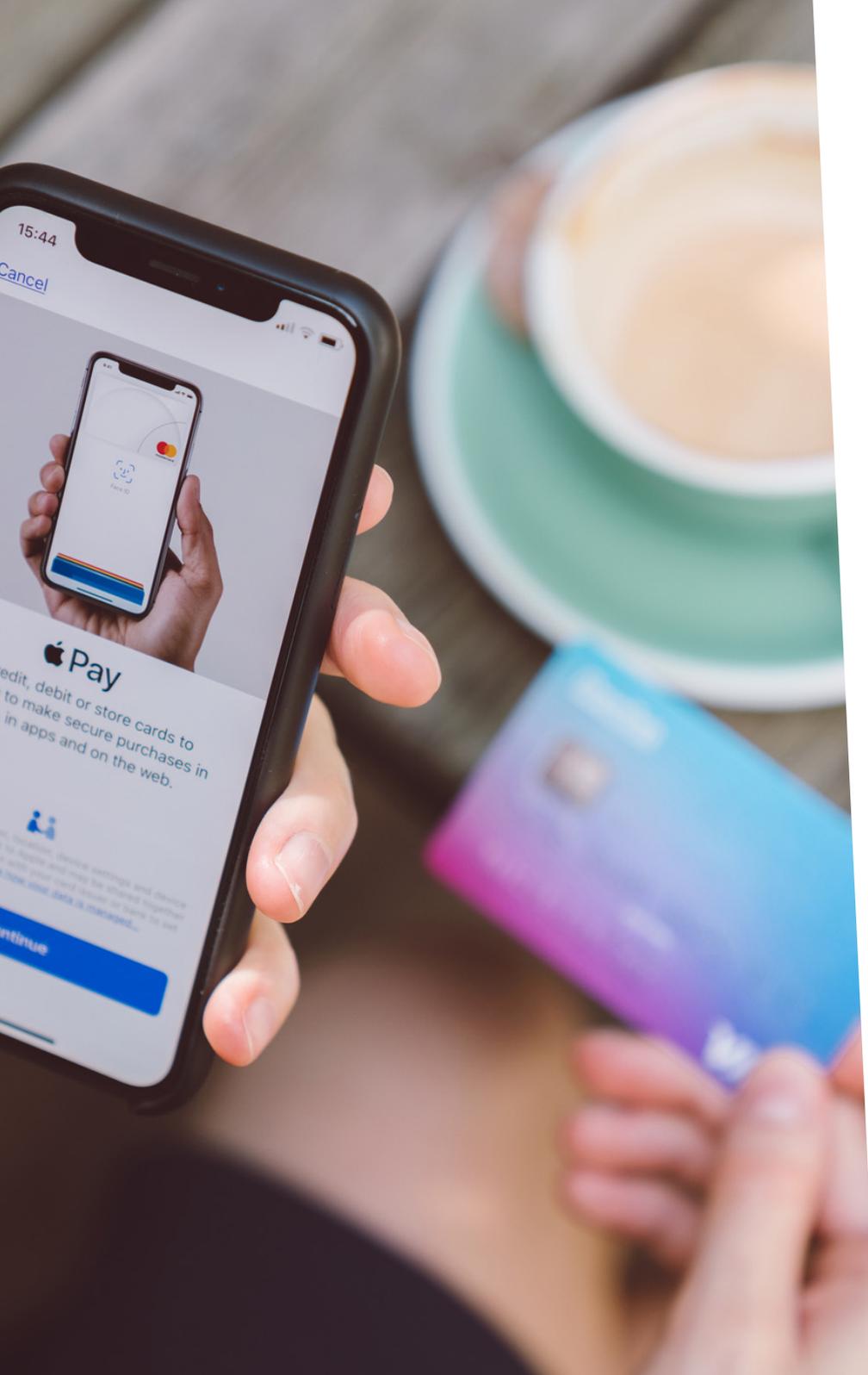
Leverage All Your Data: Leverage historical and real-time data from all channels (social media, sentiment, VoC, online reviews, surveys, CRM data, website and apps) to further understand what's driving customers' behaviors.

“Over the past year, 50% of people are shopping online, yet often the customer journey still seems disengaged.”

—GARTNER

FOUR DIGITAL EXPERIENCE QUICK WINS

Quick Win #2:
It's Essential to Give
Customers Options



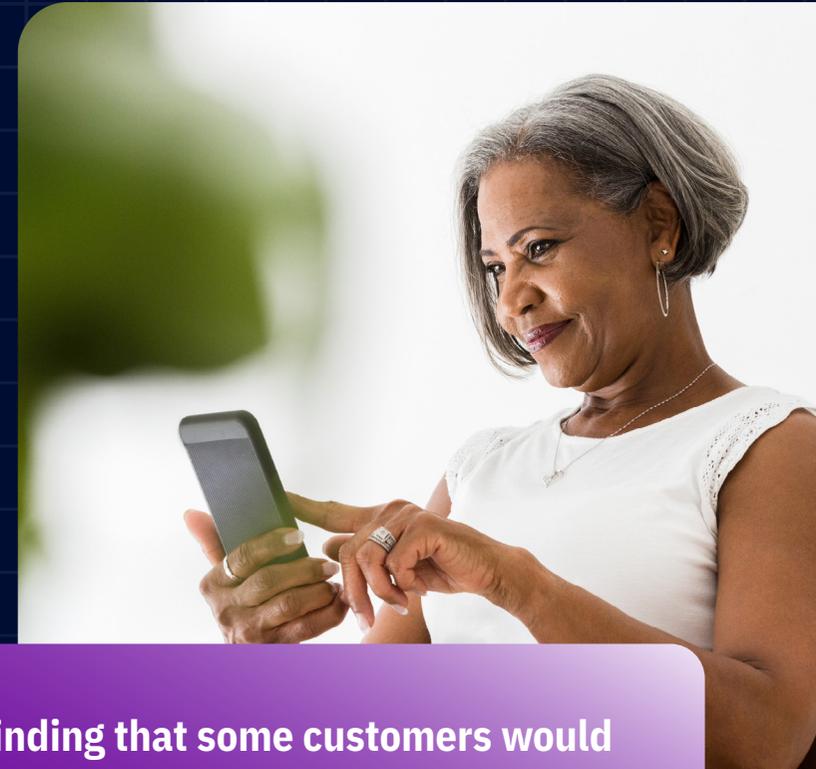
There are some customers that want to be self-reliant when visiting your website, app, or store, but others want to be led by the hand through each experience. Providing both these options will give you a quick win because it will ensure your customers have the “right” options for them, making for a personal and consistent experience every time.

Here are some easy quick wins for giving customers options:

Implement Additional Payment Options: These days, it’s really a requirement for websites or apps to offer multiple payment options to accommodate consumers. With so many options, (Apple Card, installment plans, After Pay, and more) you need to make sure you can provide an option for every consumer’s payment preference so they can successfully complete their purchase in a way that is most convenient to them.

Rethink Your Delivery and Pickup Services: Do we need to say it again? Consumer expectations have changed! In store or online, it's about making each experience—no matter which one a customer chooses—seamless and consistent. Take a look at your current offerings and fill any gaps you may have with curbside or in store pickup, direct shipment to the home, or delivery service.

Pump Up Your Mobile App Game: Simplify your customer experience and use your mobile app to communicate company updates, promotions/coupons, loyalty programs that incentivize spending. This meets mobile app visitors where they are and further connects them with your business. You can also use in-app feedback to gently prompt customers to leave feedback through the app—during or immediately after their visit—ensuring the feelings from the experience are captured accurately.



“We’re finding that some customers would not have made a purchase without having a specific payment option.”

—A BILLION DOLLAR NORTH AMERICAN SPORTSWEAR AND FOOTWEAR RETAILER

FOUR DIGITAL EXPERIENCE QUICK WINS

Quick Win #3:
Master Seamless, Personalized
Digital Experiences

One of the most important things for digital experiences is providing a seamless, personalized experience that is comparable to an in-store experience. Even though a customer may not be in the room with your employees or even your products or services, they should still feel their experience is customized and complete with the knowledge and detail they need to make a decision and wrap up a transaction. Accomplish this quick win by making your brand's online experiences seamless and connected to the way in-store experiences feel—more user-friendly, and ultimately, more profitable.

Here are some easy ways to refine interaction touchpoints to make this win a reality:

Supercharge Your Search: Update your website and app to be sophisticated enough to recognize common search terms—including those that may be misspelled. The idea here is to make a product as easy to find as it would be if the options were

physically laid out in front of the customer in the store. Regularly test your mobile app and website to optimize for different populations and make necessary updates.

Combat Checkout Frustration: Develop a seamless experience for logins, password resets, and check out processes—no one likes to keep entering the same information and many times, promo codes don't initially work. Ask questions immediately post purchase that inquire about ease of website or app usage to get insights while customers are in the moment.

Right Feedback, Right Time: Leverage digital intercept triggers to capture feedback after an order is placed, during the browsing and purchasing experience, or after a non-purchaser adds to cart but leaves the site. This feedback helps to identify and respond to customer concerns along the customer journey. Here are a few places you can better understand with intercepts: abandonment (trigger if a customer places an item in the shopping cart, and

subsequently abandons check out), browsing (trigger after a customer navigates to a specified number of pages), rewards (trigger when a customer visits the Rewards Program page), and general feedback (user-initiated, always-on feedback tab).

Implement Intelligence Immediately: Use uncovered intelligence from your intercepts and post-transaction surveys to take action immediately. The more you can personalize the experience and deliver what your customers expect, the more you can operate seamlessly and consistently across every channel and location regardless of device.

“Working with InMoment we acted on intelligence that our guests felt neglected. We quickly acted on this insight and our “speed to service” metric increased 47 percent in 4 months.”

— A FRANCHISED RESTAURANT CHAIN IN THE UNITED STATES & CANADA



FOUR DIGITAL EXPERIENCE QUICK WINS

Quick Win #4:
The Power of Convenience
& Adaptability

Digital experiences may have been the only option for many customers due to COVID-19 regulations, but that doesn't mean customers will stop employing digital options once the world opens up again. Why? Because digital experiences are simply convenient—or at least they should be.

That's why it's so vital to pinpoint your digital experience's friction points with in-the-moment feedback, and work quickly to resolve them. Any bit of confusion, distraction, or difficulty on your website or app is going to make the experience less convenient for your customers, steering them away from completing the purchase and leaving them with a sense of frustration that leaves a lasting impression. Looking to keep the friction from happening?

Here are some easy quick wins to reduce friction and enhance the power of convenience and adaptability:

Bridge the Gap: Take a good look at your in-store experience and identify where it intersects with the digital journey. A great

example of these blended interactions is using an app to search a brick-and-mortar location's inventory. Home Depot has done a great job with their mobile app, frequently communicating to customers how it can be used in store, from snapping a picture to find what you need, to speech-to-text search, to reviewing a product in seconds. If that's not convenient, what is?

Optimize for Ease: Ensure your visitors can easily research, educate themselves, complete tasks, and ultimately purchase products and services online. If this new normal has taught us anything, it is the fact that brands need to be fast, timely, and relevant to keep customers coming back and wanting more. Like we said, if you aren't continuously improving, you'll be left behind!

Reward Loyal Customers: Leverage location-based technology to seamlessly understand the behaviors and preferences of your core customers across the experience with a branded loyalty app. You can personalize offers and experiences while customers are in the store and afterward—in a non-intrusive way of course. Rewarding

loyal customers with perks that are in-context and in-line with what each customer wants is a sure-fire way to let customers know that you appreciate them and that meeting their needs is your priority.

Quote Happy Customers: It's one thing for you to describe how great your products and services are, but it's an entirely different—and more effective—experience for customers to hear from other customers. Serve up relevant and recent customer reviews and comments on your website and in your app, especially if you're trying to win new customers or encourage current customers to do more with you. This is more convenient and inspires more trust in customers who are considering doing business with you. After all, aren't we all looking for a 5 star experience?

A global car rental company employed customer reviews live on their website so tentative purchasers could hear from those who rented a car model before. As a result, the brand saw increased booking for those models with live feedback!



WIN AND WIN AGAIN

The changing consumer landscape has helped us all understand the importance of taking the time to learn what customers really want, challenging our personal and company perceptions, sharing customer learnings across the organization, leveraging what we learn across multiple channels, and more.

Digital experiences are the key to success. Now that you know how to put points on the board, get going and celebrate that win!

Talk to one of our representatives or visit our resource library @ inmoment.com/resources to learn more about the Digital Experience landscape and best practices.



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



NORTH AMERICA
1 800 530 4251

APAC
+61 (2) 8397 8131

GERMANY
+49 (0) 40 369 833 0

UK & IRELAND
+44 (0) 1494 590 600