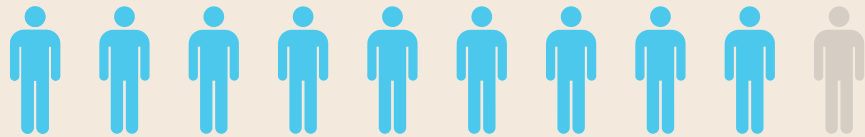


HOW TO BE

CUSTOMER OBSESSED

Being customer obsessed means adopting an approach that places customer satisfaction and experience above all other factors. When done correctly, it supports growth in customer loyalty, engagement and retention.



9 out of 10

U.S. consumers say they would pay more for a better customer experience.

1 STAY LOYAL TO YOUR CUSTOMERS

Customers want to be rewarded for their loyalty, and are surprised, delighted, and often return as customers when they are treated like the center of the business.



According to McKinsey & Co., when done right, loyalty programs can generate as much as 20% of a company's profits.

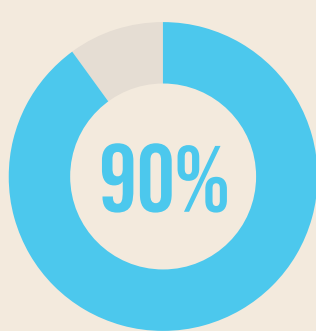


87%
of customers want a loyalty program.

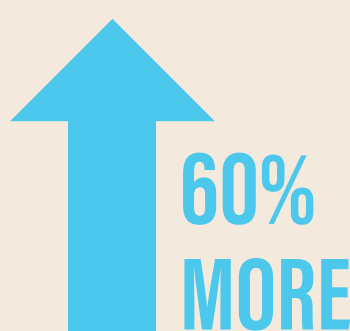
TIP: Create a loyalty program that gives more value by personalizing it. Personalized Emails received 6X higher transaction rates, but 70% of brands are failing to use them.

2 KEEP YOUR CUSTOMER ENGAGED

Keeping customers engaged by delivering content that rewards their loyalty or adds value to their life heightens the chances of retaining them as a brand consumer.



Engaged customers (customers actively involved with your brand) buy 90% more frequently.



They also spend 60% more per transaction.

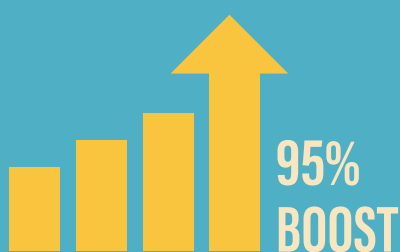
6X

Engaged customers are 6X more likely to say they would "try a new product or service from the brand as soon as it becomes available."

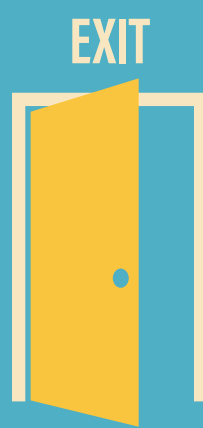
TIP: Let your loyal customers know about new products first. They are your VIP, treat them as such. (The probability of selling to an existing customer can be up to 14X higher than that of selling to a new customer.)

3 RETAIN YOUR LOYAL FOLLOWING

The ultimate goal of customer-obsessed campaigns is to retain existing customers and convert new customers to diehard brand advocates.



Per Bain & Company, a small 5% increase in customer retention can boost profits from 25 to 95 percent.



Once they choose to leave a company, 68% of consumers will not go back.

TIP: Create a customer experience that is better than your competitors. By the year 2020, customer experience will overtake price and product as the key brand differentiator.