

Is Your Brand Loyalty Adrift because Post Purchase CX is Failing?



Use this Checklist of CX Best Practices and Turn the Tide

executive summary



Customer loyalty has become a strategy for profit growth in 2018. Customer retention – getting your customers to make another purchase from you -- is a starting point for creating loyalty. Many sources indicate that a single-digit gain in retention has a high double-digit impact on company profits, with Bain & Company research from a few years ago demonstrating a 5% increase in retention delivers a 75% growth in profit¹.

But becoming your customer's first choice, for every purchase, every time, is true brand loyalty.

Yet after a year with stagnant or declining quality in CX programs², companies are facing several challenges with building customer loyalty. To turn their programs around, they must:

- instill trust with customers that they will consistently meet expectations
- deliver value from pre-purchase to post-purchase
- personalize the customer's experience to demonstrate genuine concern with their issues

Implementing a CX strategy to address post-purchase experiences and following best practice guidelines can place your company among CX leaders, who experience revenue growth 5.1x that of CX laggards³.

Guidelines for creating positive post-purchase interactions center in:

- employing customer experience data to uncover and proactively address real post-purchase problems
- delivering straightforward, relevant, and targeted content to customers post-purchase
- remaining consistently connected to customers throughout their post-purchase experience
- meeting customers post-purchase needs through any of the channels they're using to reach out

Structuring your organization around your customer experience strategy will keep your teams focused on the end goals: building satisfaction, retention, loyalty, and revenue.

Your customers are more than transactions. If you provide a consistently great experience from first engagement through post-purchase, your customers become silent partners in your business. They'll reward you with loyalty and help you steer your organization toward higher profits and long-term success.



introduction

Although customer acquisition remains one of the oars to row your business to success, building customer loyalty has become the other.

Traditional methods thought to build loyalty, like next-purchase discounts or rewards programs are probably helping with retention -- improving customers' willingness to keep doing business with you. But to put your business at the top of a customer's list and generate long-term loyalty requires more than generic post-purchase engagement. Instead, companies are learning to deliver post-purchase interactions that are personalized, simple and consistent – the activities that encourage customers to make a company their first choice.

A strong post-purchase program helps customers see, feel and remember the difference between your company and your competitors. Otherwise, your brand becomes a commodity, easily traded out for the next transaction. Companies with a clearly defined CX strategy and measurable goals are more likely to build relationships with customers and influence future decisions, with 84% of organizations working to improve CX reporting an increase in revenue. (<https://www.dimensiondatacx.com>)

building positive post-purchase experiences



Organizations with short-term focus on revenue can struggle with loyalty. They capture first purchases yet lack a plan to support customers through the purchase journey. And research has shown a positive purchase experience and satisfaction with the brand doesn't guarantee loyalty if the post-purchase experience falls short:

- 82% of customers will stop doing business with a brand after a bad post-purchase experience⁴
- 59% will try a new company or brand to get better customer service experience⁵
- 79% say having positive post-purchase interactions is key for a memorable brand experience⁶

Creating a more consistent post-purchase experience starts with a CX strategy with goals to:

- identify and address customer post-purchase pain-points
- connect with customers across channels
- provide them with on-demand access to the information they need, when and where they need it



a best-practice checklist for your post-purchase strategy

These best practice guidelines can help you craft your strategy for delivering great post-purchase experiences:

1. Use analytics to identify patterns in customer experience data.

- These insights will help you uncover actual problems, anticipate common questions and have answers at-the-ready to deliver the level of service customers want post-purchase.
- Share learning across the organization to inspire teams to continually look for opportunities to improve customer experience.

2. Deliver information important to these customers, concisely and completely.

- Ensure careful analysis to uncover which buyers to target and personalize content to address their specific needs.
- Incorporate your brand and company's reason-for-being into your content and differentiate your company from competitors. Demonstrate your understanding of the customers' point-of-view; this will affect the tone, words and even the images you build into your content.
- With simplicity a key objective in 2018⁷, make sure your content is clear.
- Review and revise digital assets to minimize clutter.

- Edit messaging to reduce complexity, clarifying value propositions and any CTAs.
- Check content elements from images and videos to text are purposeful.

3. Be available at all touchpoints of the post-purchase experience.

- Although more interactions have become digital, customers still expect to be noticed, acknowledged and assisted, just as if they were talking with you face-to-face. From online Live Chat operators to ticketing systems for problem resolution, helpdesks, hotlines, and more, being available to customers is critical.

- Remove complexity from post-purchase activities by simplifying product registration, providing easy access to product user guides and offering visual instructions.

4. Structure your content to be effective from any point of access.

- Analytics gleaned from data around how your customers are accessing post-purchase content can help you understand how to reach your customers with the right message at the right touchpoints.
- While the overall look and messages of your content will be consistent across computer, mobile, and tablet platforms, modify as needed to ensure ease of customer access and use.



aligning your organization to focus on post-purchase experiences



Having the customer acquisition and customer loyalty experience 'oar' strategies in the water is key to your success but pointing your organizational 'ship' in the right direction ensures your team is pulling together toward the same goals.

- Communicating your strategies and educating your teams about viewing the business through a customer lens is the first step.
- But delivering superior customer experiences means building your planning, reviews, cap-ex plan, budgets, hiring and decision-making around the customer's end-to-end journey. This will require your organization to put more emphasis on cross-functional collaboration, customer problem-solving, and continuous value-improvement.
- Developing your strategy for post-purchase experiences may be ground-breaking, so encourage teams to pilot new ideas and recognize that failures (and fast learning) will be part of your efforts. Sharing (and celebrating) 'wins' can keep up the momentum in your plan.



conclusion

When a customer decides to purchase from you, they expect to be recognized and appreciated with an exceptional customer experience. And they'll be among your most loyal customers when you provide them with a meaningful purchase experience, address their specific needs post-purchase, and interact with them consistently over time.

Scaling your post-purchase experience strategy can be daunting unless you have the financial and human resources to implement everything you need to make it happen. Partner with a company with technological expertise to steer your organization toward building loyalty and ROI.

Your customers are excited to buy from you the first time. But does your brand live up to their expectations? Or is the post purchase experience killing your chances at repeat business and referrals? Make your CX worth repeating. Talk to the team at Informedly.

Call us at 289-729-0709 or [contact us online](#).

Our [RESOURCES](#) page on our website to watch informational videos and download our industry whitepapers.

end notes

1. http://www.bain.com/Images/Value_online_customer_loyalty_you_capture.pdf
2. https://go.forrester.com/wp-content/uploads/Forrester-2018-Predictions.pdf?utm_source=forrester_lp_capstone&utm_medium=web&utm_campaign=predictions_2018&utm_content=button
3. <https://postfunnel.com/7-mighty-customer-experience-trends-for-retention-in-2018/>
4. <https://az766929.vo.msecnd.net/document-library/boldchat/pdf/en/ovum-report-final-bold360.pdf>
5. http://about.americanexpress.com/news/docs/2011x/axp_2011_csbar_us.pdf
6. <https://www.support.com/blog/how-important-is-customer-support-in-shaping-brand-experiences/>
7. <http://www.customerbliss.com/simplicity-customer-experience/>



Informedly is a company focused on The Passionate Ownership Experience™, enhancing the way consumers engage with the products they purchase.

289-729-0743 • sales@informedly.com • www.informedly.com