



Irish Management Institute

IMI CPD Series 2016

Customer Experience- The New Battleground for Business

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Engaging customers



CLOUDMOVER



dara creative*



fairy door

Topics for this morning

- Customer experience is your brand
- Adopting a proactive, outside-in orientation across the entire customer journey
- Becoming a 'low-effort' organisation for customers to deal with.
- Key steps on how to bring the customer into the centre of the business strategy



“You can't build a reputation on what you are going to do.” –
Henry Ford

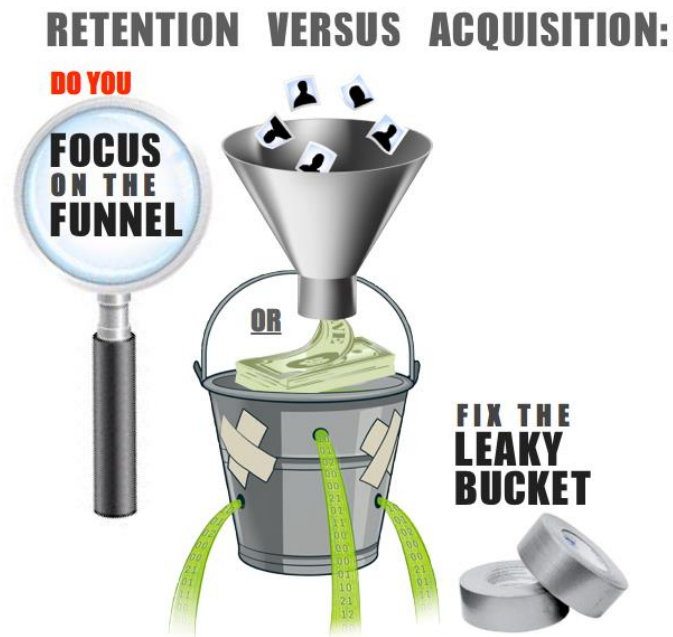


Reality bites!



Why customer engagement is important

Cost of acquiring a customer is significant
.... and if you don't fulfil the need, someone else will!



Engaging with customers today

- It is usually.....
 - Ad hoc
 - Lacking in process
 - Lacking in goals & measurements
 - Reactive or panic mode
 - Poorly executed
 - Leaving money on the table
 - Leaving room for competitors
 - Only 2% of companies have achieved full penetration in all of their accounts



What works and what doesn't



Don't just listen to your customers, understand them

Jeff Bezos, Amazon CEO



What does your customer experience say about you?



Adopting an “Outside In” Orientation

Making it easy for customers to engage



“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.” – Warren Buffett



What makes a great customer experience?

1. **Attentiveness**

Listen to what they are telling you – and remember it.

2. **Recognition**

Greeting your customer by name is a very meaningful and treasured detail that adds greatly to the way they experience doing business with you.

3. **Personalization**

Do you really know what your customer wants?

4. **Consideration**

Do you or your team help customers as part of your DNA?

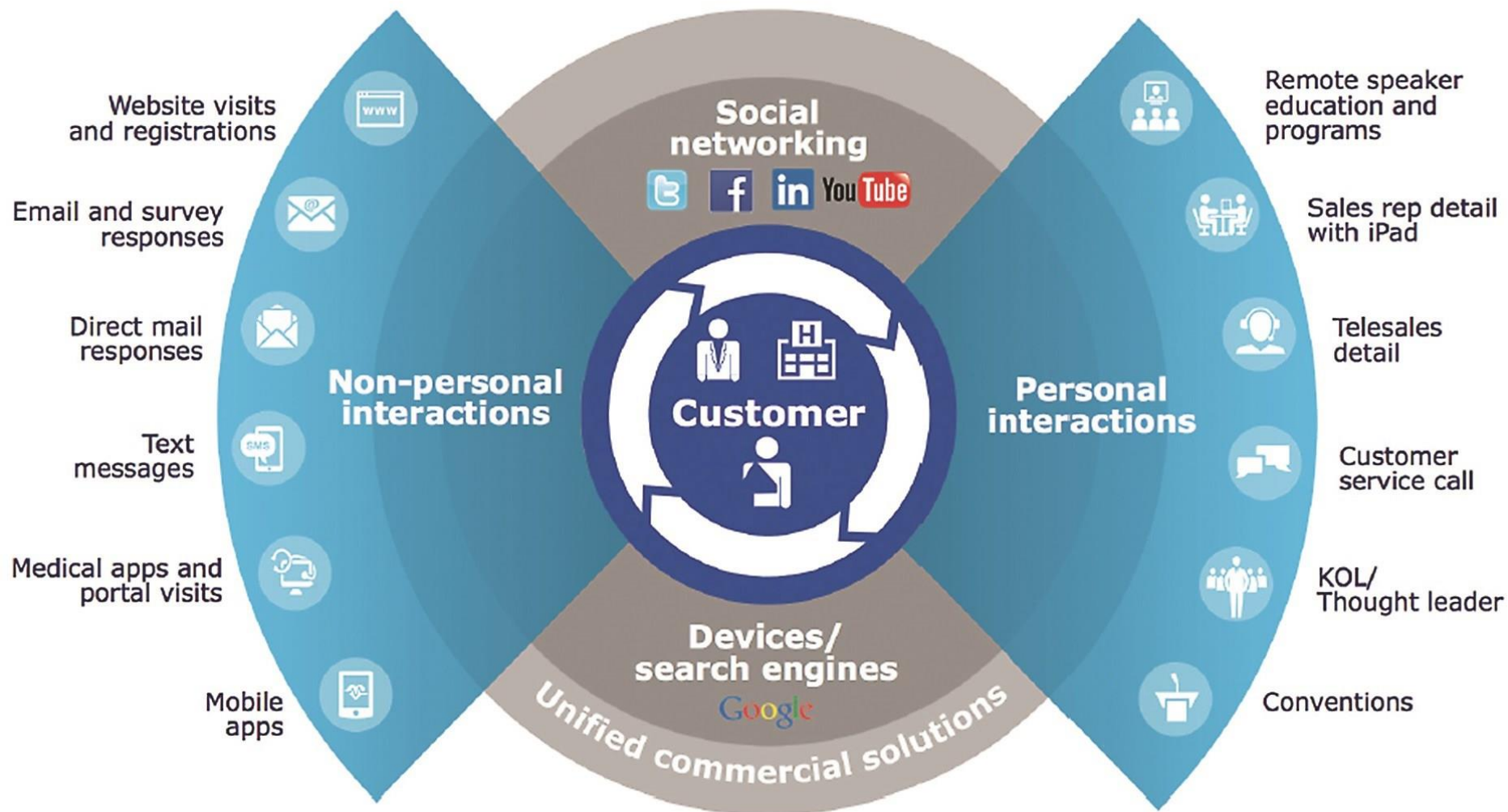
5. **Appreciation**

What do you do to show your customers, your clients or your patients that you appreciate them?

6. **Delight**

Put a smile on their face and in their heart.





Knowing your customer

Victoria

Fashion Blogger &
Small Business owner

Demographics:
Age: 24
Location: New York
Status: Currently single, no kids
Job Tier: Junior Management / Entrepreneur

Psychographics:
Loves: Fashion, color, vitality, people.
Goal: To run a successful online business
Dreams: To spend more free time in Milan
Hates: Delays, downtime, queues, ugly or messy things, rude people

Tech / Software proficiency level:
She's an internet and social media pro, but can't program, and hates spreadsheets.



Biography:

Victoria enjoys the single life, and she works hard at her career. One day she wants to sip coffee in Milan while running her successful online boutique from her phone or laptop.

She wants to have kids in the next five years, maybe, if she meets Mr. Right. She cares about style, her reputation, and her strengths are networking, organizing and designing.

She doesn't have time for hassles, and she's not too good at solving problems.

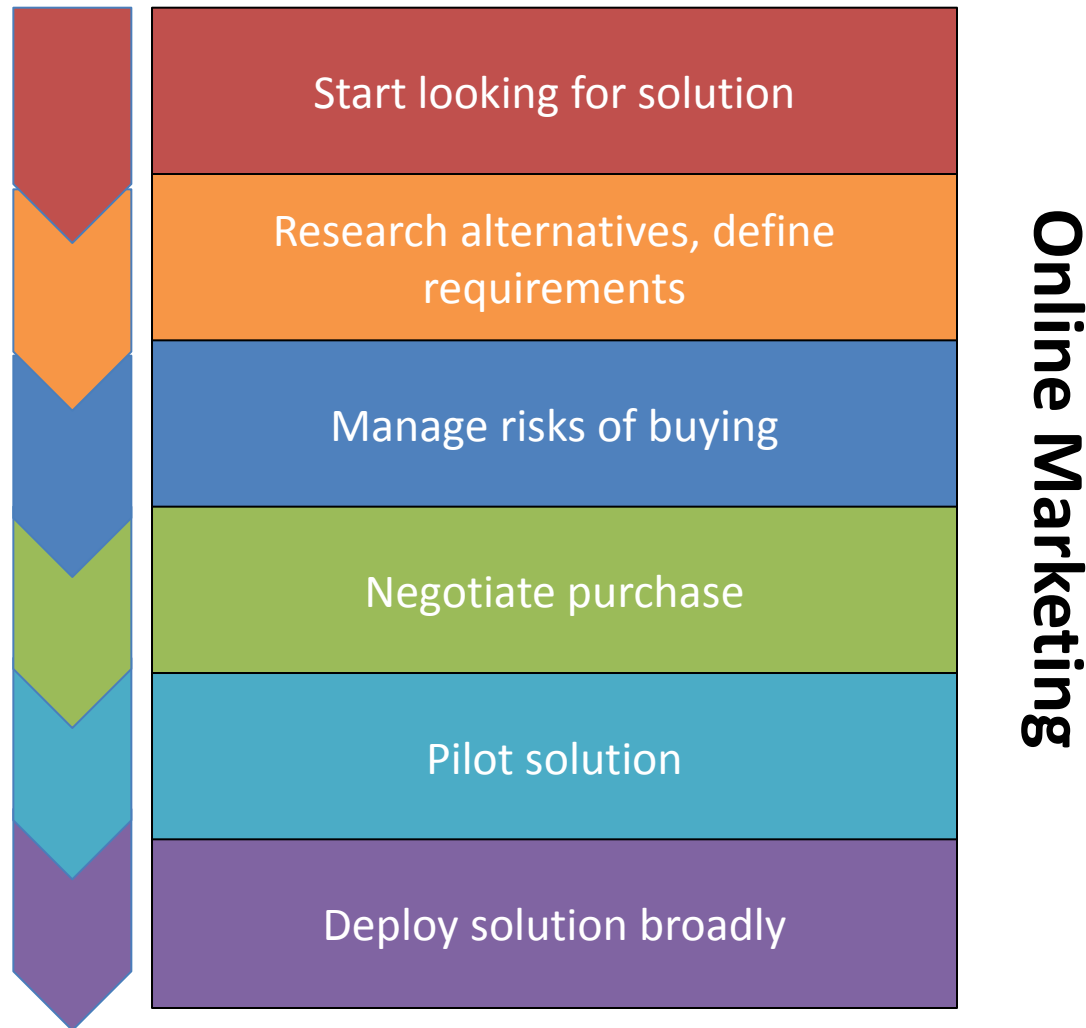
Sweet Spot Customer

Ideal Customer Profile		
<u>Identifiers</u>	<u>On Plan</u>	<u>Off Plan</u>
Industry / Consumer Segment	<input type="text"/>	<input type="text"/>
Pain Point	<input type="text"/>	<input type="text"/>
Decision Maker	<input type="text"/>	<input type="text"/>
Price Point	<input type="text"/>	<input type="text"/>
Geography	<input type="text"/>	<input type="text"/>
Trail Blazer or Laggard	<input type="text"/>	<input type="text"/>

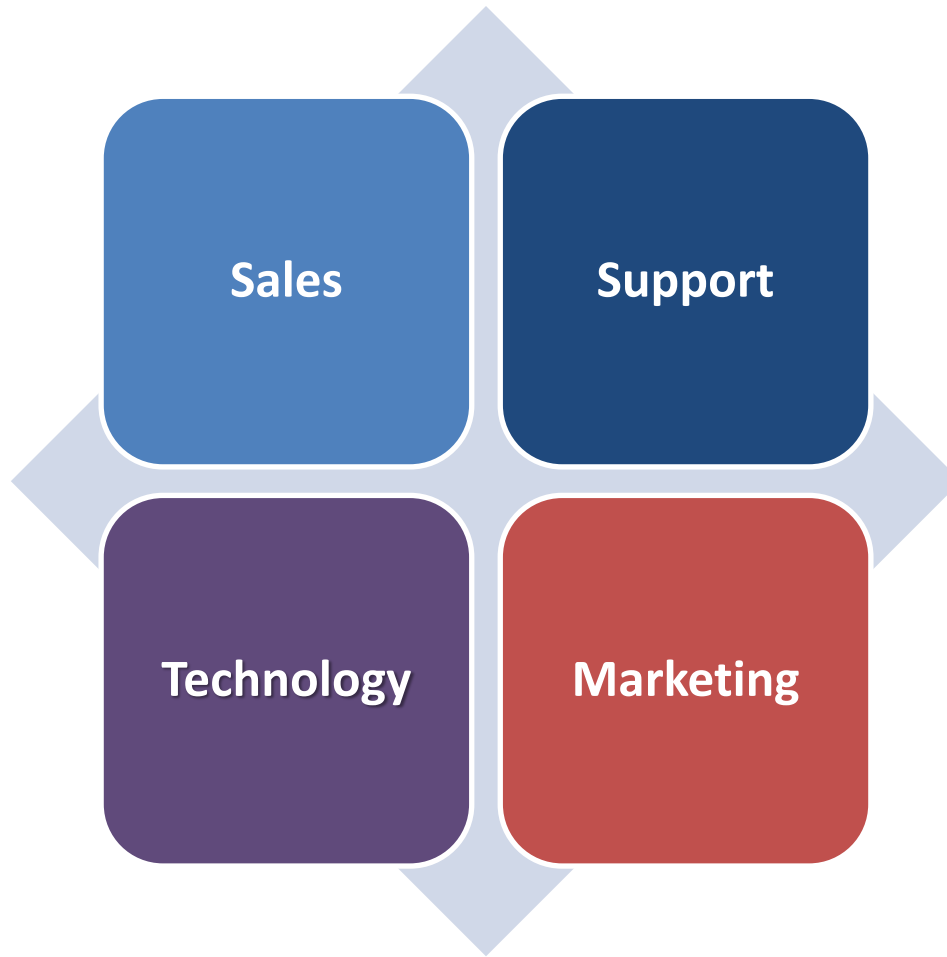
In customer engagement, do you....

- Understand your brand and your product?
- Know your customer or prospect?
- Set goals and budgets?
- Use metrics and tools?
- Be prepared to fail and learn quickly?
- Measure everything?

Purchasing – A New World Order



Resource Assets in the Mix



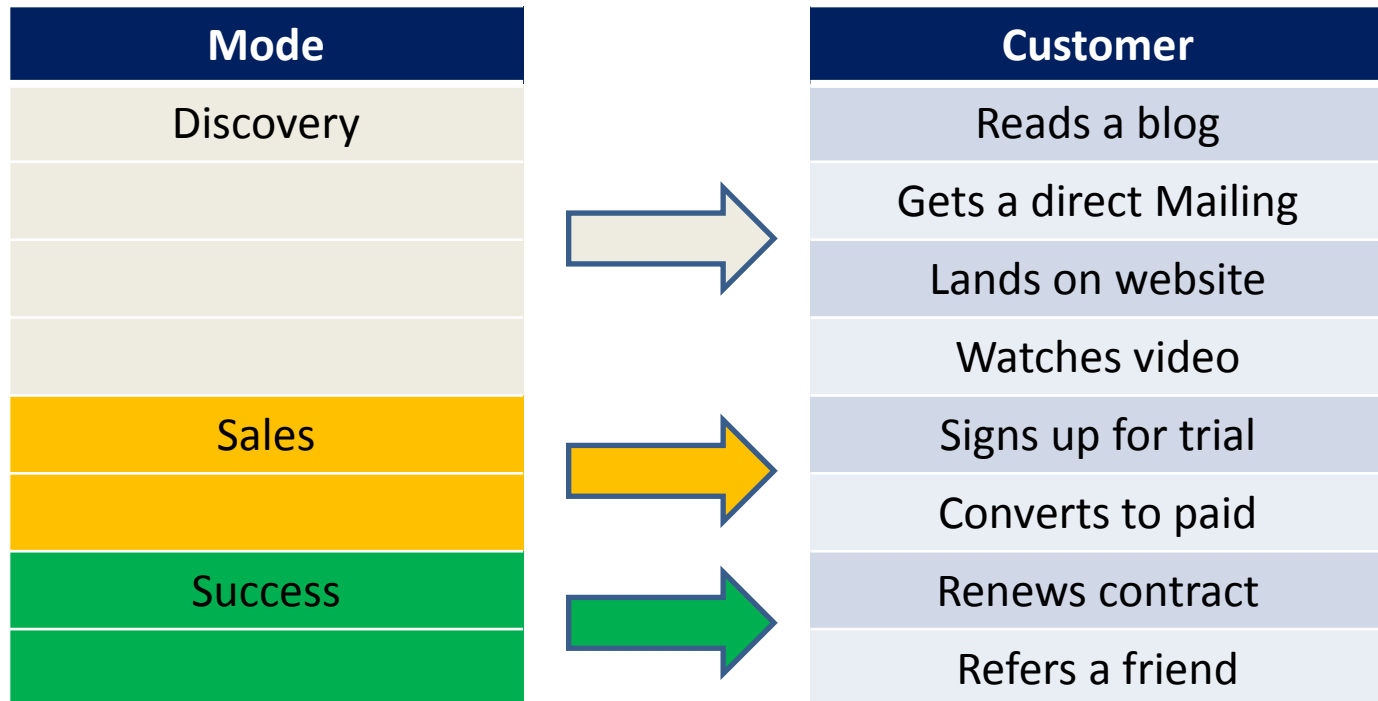
The customer journey from discovery to success



In flow format.....

Customer	User	Influencer
Stage 1	Stage 1	Stage 1
Stage 2	Stage 2	Stage 2
Stage 3	Stage 3	Stage 3
Stage 4	Stage 4	Stage 4
Stage 5	Stage 5	Stage 5
Stage 6	Stage 6	Stage 6

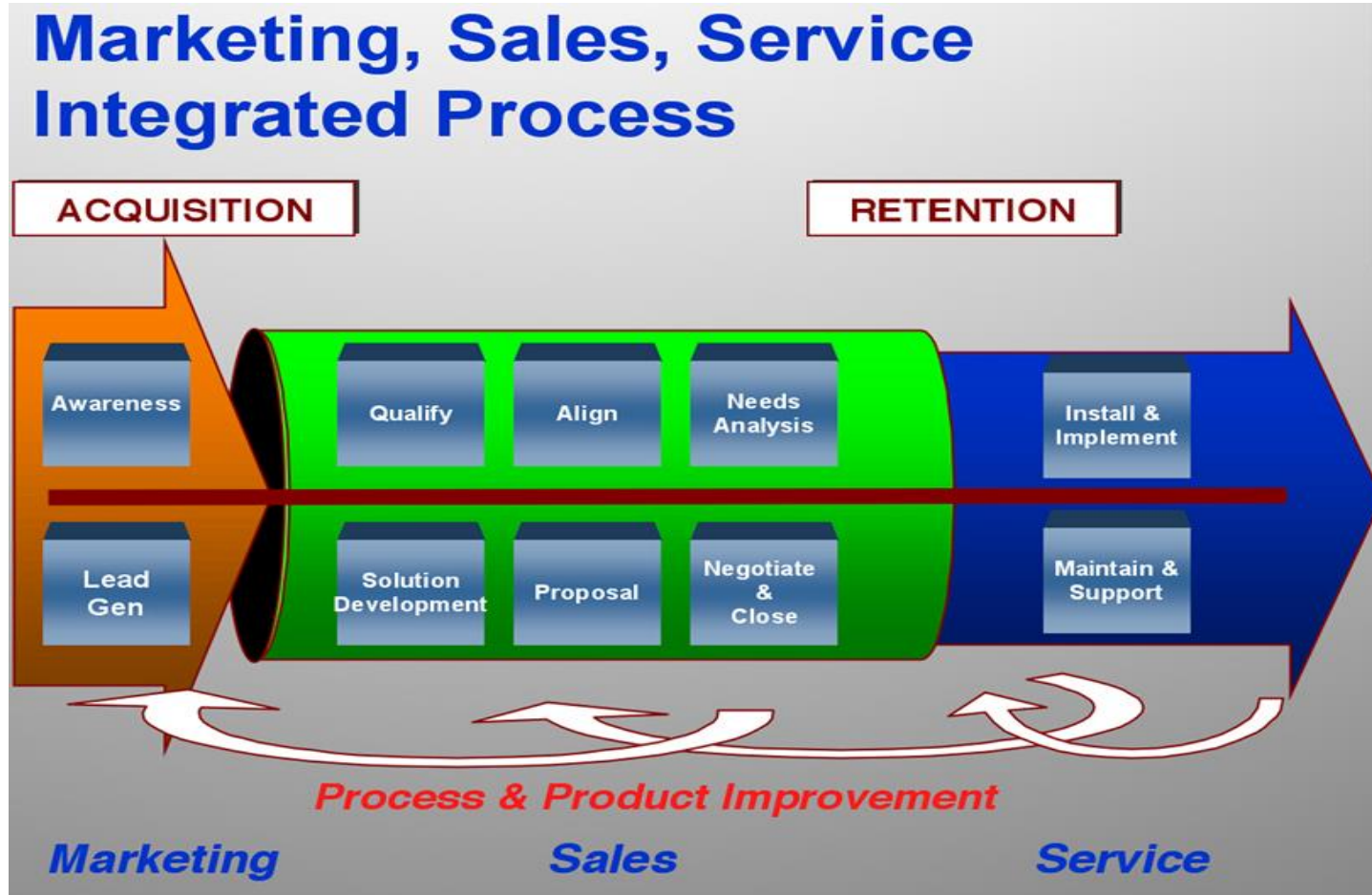
Simplex scenario – 1 customer type



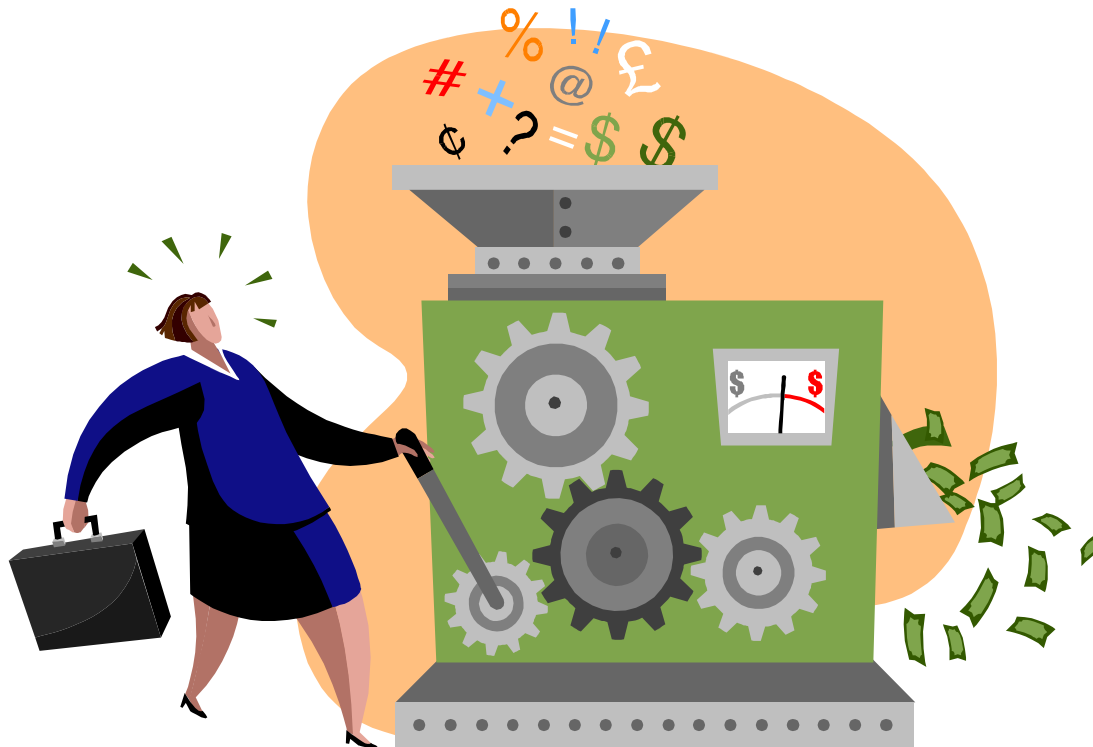
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graph LR
    SqueezePage[Squeeze Page] -- yes --> ThankYou[Thank you / Hybrid Sales Page]
    SqueezePage -- no --> RetargetAd1[Retarget Ad #1 - You Forgot Your Download!]
    ThankYou -- yes --> Cart[Cart]
    ThankYou -- no --> RetargetAd3[Retarget Ad #3 - "Oops your transaction..."]
    Cart -- yes --> Upsell1[Upsell #1]
    Cart -- no --> RetargetAd3
    Upsell1 -- yes --> Upsell2[Upsell #2]
    Upsell1 -- no --> FollowUpEmailCart[Follow Up Email - Cart Abandon Sequence]
    Upsell2 -- yes --> Upsell1Alt[Upsell #1 - Alternate Sales Page]
    Upsell2 -- no --> RetargetAd5[Retarget #5 - Re-introduce Upsell #2]
    Upsell1Alt -- yes --> Upsell2
    Upsell1Alt -- no --> FollowUpEmailReintro[Follow Up Email - Reintro Upsell #2]
    RetargetAd5 -- yes --> Upsell1Alt
    RetargetAd5 -- no --> FollowUpEmailReintro
    FollowUpEmailCart -- yes --> Upsell1Alt
    FollowUpEmailCart -- no --> FollowUpEmailReintro
    FollowUpEmailReintro -- yes --> Upsell1Alt
    FollowUpEmailReintro -- no --> FollowUpEmailReintro
  
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What should it look like



What could it look like



New Roles Emerging



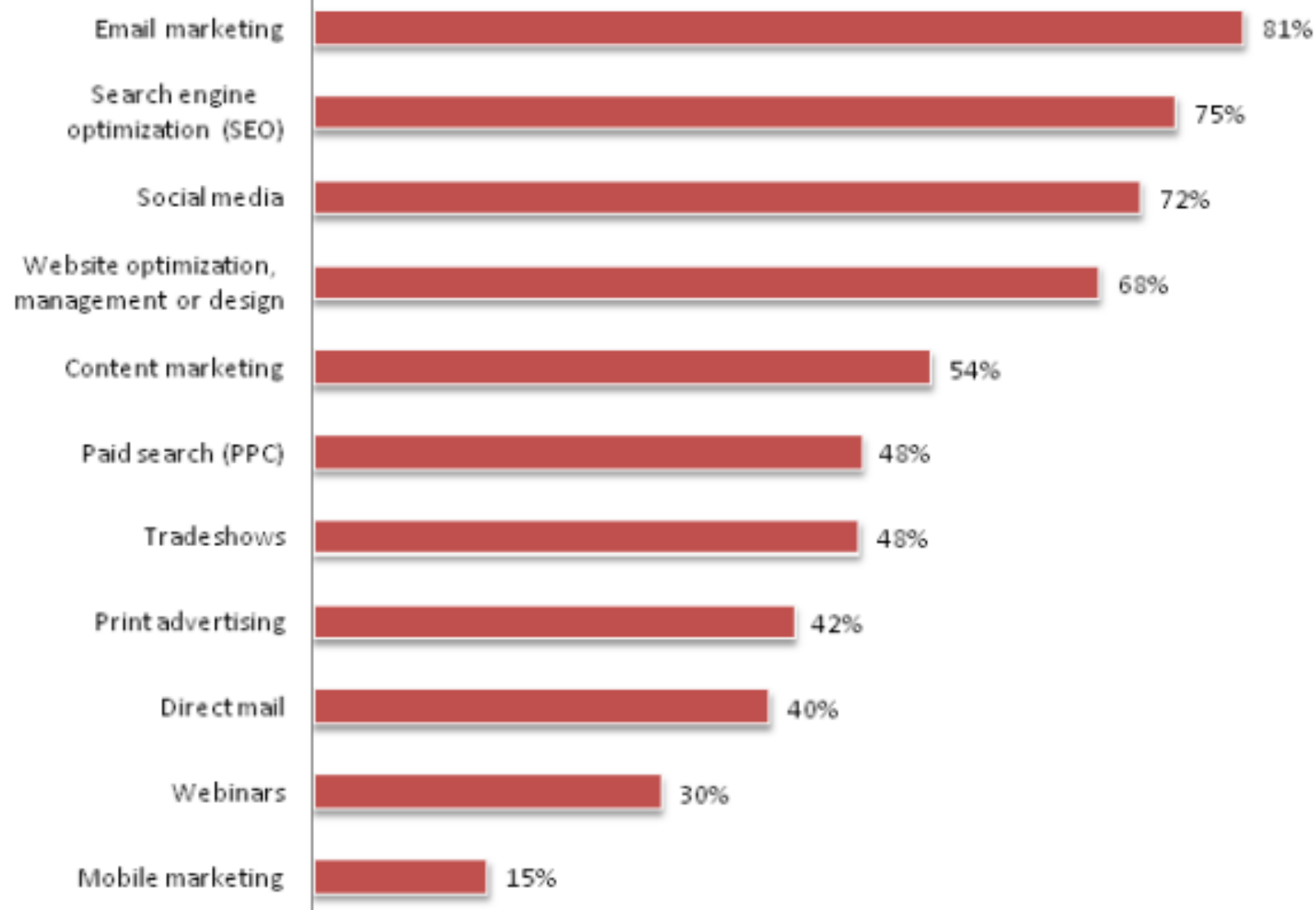
Inside Sales Rep
Business Development Manager



Customer Success Manager
Web Demo Presenter



Digital marketer
Growth Hacker



So where is the magic ?



Experiment to Test Validity



Understanding your customer



Empathy is not walking in
another's shoes.

First you must remove your own.

Scott Cook, Founder Intuit

Thank you

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Dates For Your Diary!



IMI Masterclass with Margaret Heffernan
Beyond Measure: The Big Impact of
Small Changes 16th November

CPD4 with Colm Foster & Ros O'Shea
A Practical Guide to Ethical Leadership
6th December

