



October 2016 Client Newsletter

Dear Judi,

Since 89% of businesses expect to compete primarily on the customer's experience, it's no wonder so many of them are investing time and money trying to get it right. Read on for some tips in doing just that.

Judi

How Marketers Can Improve ROI on Customer Experience

Marketers are competing on experience now more than ever. Yet, while experience is the new marketing currency and marketers have a huge influx of data, they have lost sight of the value of customers. We need a new era of customer management.

Customer experience has made the leap from buzzword to true competitive differentiator. In fact, 89% of businesses now expect to compete mostly on the basis of customer experience (CX) -- up from 36% just four years ago, according to Gartner. No wonder so many companies are investing time and money trying to get it right.

Unfortunately, many are seeing a return on their CX investments that is much lower than expected. The secret to maximizing CX ROI is to focus on customer experience value (CXV) -- creating the most experience value for those customers that will create the most business value for the company (now and in the future). To make it happen, companies need to improve their approach to CX in four key ways:

For complete article, [click here](#)

By Andy Main
AdAge

How To Create Customers For Life

Let's be honest, there may be no such thing as a customer for life. As marketers and salespeople, we're competing for attention with 250 million other websites many of which are offering the exact same products and services that we've claimed as our own specialties. Consumers are emboldened, empowered and fickle, choosing to spend more and more of their buyer's journey online. In fact, right now, only 20 percent of today's customer journey is happening in real life, making it harder to keep their attention and their loyalty.

But that doesn't mean you shouldn't try. There's huge value in focusing on your true fans. With the cost of acquiring a new customer coming in almost 500% more than it does to keep current ones, this strategy is probably the most effective thing you can do from a business and marketing perspective.

For complete article, [click here](#)

By Seth Price
The Huffington Post

The Critical Link Between Satisfaction, Loyalty and Problem Management.

Business success in today's competitive environment requires that the seller adopt the customer's point of view. A successful product or service must satisfy the customer's increasingly demanding requirements. Two major reasons for initiating customer satisfaction and loyalty research are 1) to clearly understand the perspectives of the customer and 2) to generate the information required to take necessary corrective action.

Corrective action often results in tactical changes. These changes are based on the company's achievement with regard to a series of critical performance attributes that influence satisfaction and loyalty. A well-designed research project will transcend tactical issues and also provide the basis and justification for proactive strategic improvements. Among the most important strategic issues are problem notification and resolution.

A company will dramatically increase customer satisfaction and loyalty when it adopts the following strategy:

1. Don't create problems for customers.
2. Proactively notify a customer if a problem does occur.
3. Resolve the problem quickly and decisively.

For complete article, [click here](#)

By Alan Dutka & Lauren Wagner
Quirk's

Upcoming Events

The Strategy Institute's **2nd Annual People Analytics Summit Canada** will be held on October 25-26 in Toronto. For more information, [click here](#).

ESOMAR will hold it's **Global Qualitative 2016** event on November 13-15 in Berlin. For more information, [click here](#).

The Strategy Institute will hold it's **3rd Annual Digital Marketing for Financial Services Summit** event on November 15-16 in New York, NY. For more information, [click here](#).

The AMA will hold it's **Advanced School of Marketing Research** on November 14-18 at the Terry Executive Education Center in Atlanta GA. For more information, [click here](#).

The **Financial Services Research** conference being held by MRS will be in London on November 17th. For more information, [click here](#).

QRCA will be holding it's 2017 **QRCA Annual Conference** on January 18-20 at the JW Marriott Los Angeles L.A. LIVE in Los Angeles. For more information, [click here.](#)

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