

Customer Experience Strategy

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Awareness

- How clearly do you communicate your value proposition?
- Are you able to motivate influencers in your channel to help you expand your reach?
- How accessible is your brand?
- Do you give prospect a way (and a reason) to connect online?
- Do you have the data you need to target and personalize your marketing?
- What can you do to collect that data?

Interest & Education

- Do you know enough about your customers to be able to market meaningful solutions?
- What additional information would you need to enhance your value offering?
- How engaging and interactive is your brand education?
- How well do prospects understand your products?
- How easy is it for prospects to learn about your company through independent research or word-of-mouth?
- Do you run true end-to-end marketing campaigns?
- Do you follow-up with prospects across the channel(s) they prefer?

Evaluation

- What are you doing to differentiate yourself from the competition?
- Is it working? If not, how can you expand your value proposition?
- How does your pricing compare to the competition?
- If you're slightly more expensive, are you communicating enough clear value in other ways?
- How often do you fail to close prospects? What can you do to keep them more engaged?
- Do you set clear, realistic expectations for your customers?

Purchase

- Do you make it easy for customers to validate and feel good about their purchases?
- Do you meet (and surpass!) the expectations you set during the purchase process?
- Do you reward customers for choosing to buy from you, specifically?
- Do you help outline goals for customers to inspire their continued growth with you?
- Do you effectively upsell, cross-sell, or bundle at the point of sale?
- Do you offer customers a way to stay in the loop for future promotions?
- Are you collecting the data you need at the point of sale to personalize your customer experience and inform future marketing?
- Are you integrating all of your data across all of your platforms?

Post-Purchase

- Do you have a strategy in place to stay top of mind with customers after the point of sale?
- Are you monitoring customer engagement with your loyalty program?
- How compelling are your post-purchase communications?
- Do customers experience an emotional connection with your brand? If not, how can you inspire them?
- Are you giving customers a chance to share feedback and using that feedback to improve your value offering?
- Are you actively measuring customer satisfaction?

Re-Purchase

- How often do customers make repeat purchases? Are you giving them a reason to?
- How exciting and personalized are your customer promotions?
- Do you have metrics to help you spot customers who are ready to make another purchase?
- When you reach back out to customers, do they remember who you are?
- What are you doing to turn repeat buyers into loyal customers and brand advocates?

Loyalty, Advocacy & Referral

- What can you do to inspire more customers to advocate your brand?
- Have you tried offering customers incentives for word-of-mouth referrals?
- Are you able to get a steady stream of positive reviews and testimonials?
- Do you have actionable steps to retain customers and build loyalty with top accounts?