



Script an online success story with customer experience management

As an online retailer, you have a uniquely difficult challenge in building relationships and promoting customer loyalty. Without a store-front to fall back on, most online retailers lead with product selection and price to bring on board first time buyers.

This leaves many to rely on ad words and keyword search as their only acquisition funnel. Generating repeat business, building trusted relationships, and retaining valuable customers becomes a challenge. These three goals can become esoteric concepts to the marketing department as they continually focus resources on acquisition for fear of losing their principal sales driver. Is it possible to build strong bonds with online customers and increase chances of repeat business through Customer Experience Management (CEM)? The answer is yes.

Building engagement

An integral part of the marketing strategy for online retail institutions involves a constant flow of educational and product information materials, part of an overall communication stream designed to build engagement and increase customer retention. Once this is established, businesses should be able to monitor online conversations (mostly on social media) and study the reactions and feedback of prospective customers. This helps build a context for a potential sale and set the right expectations, in addition to helping build your brand online. You can also encourage existing customers to go online and share their experience with your online retail organization.

Your business should also have the power to join your brand\product conversations online. This not only helps dispel myths and false information but also makes your business appear more responsive. Joining online conversations also helps you listen to your customers – first hand and learn what’s on their minds to evolve your key go-to-market messages. Such information can be used to prepare a multi-pronged online campaign that can be executed via social media (or traditional channels) with specific messaging aimed at varied target audience groups to get more campaign traffic and increase the funnel.

Understanding existing customers and increasing repeat business

Let’s face it you cannot survive in today’s competitive world without comprehensive business analytics. Business need to build customer loyalty in a personalized, efficient, consistent, and agile way — while maintaining management and visibility into the customer experiences they deliver. They should also measure and optimize dynamic customer experiences within channels and across customer touch points.

Customers don’t care about what you tell them, they care about what they can tell their friends. Can your messaging achieve that?

Standardizing customer experience across channels and interactions helps customers identify more with your brand and product. Understanding customer expectations by listening to them helps you set your brand expectations and exceed them. Exceeding customer expectations creates positive customer experience and makes customers share their experience – by word of mouth or online and give you more business. Although it's obvious to look at things like price points and store locations, the emerging, more complex marketplace is also forcing retailers to focus on the way a consumer unconsciously decides what products to buy.

Make the experience relevant to the customer

Many retailers still offer a generic, non-specific experience to customers. We live in a world where customers' online search terms return irrelevant products; call center agents sometimes recommend products that the customer has already purchased in a store; employees don't have visibility into customer transaction history, and so on.



Customer Experience Management (CXM) solutions are the technology solutions that allow businesses to manage and optimize the customer experience

About Talisma Corporation Pvt. Ltd.

Talisma Corporation Pvt. Ltd. is the leading provider of Customer Relationship Management (CRM) software for a wide range of industries. Talisma CRM enables organizations to deliver an exceptional customer experience on a global scale through traditional and digital communications channels. Talisma solutions improve customer satisfaction by integrating the power of social media, email, phone, chat, SMS text messaging, print, portal, and Web self-service with a robust and mature Web services platform, comprehensive analytics, and a system-wide knowledgebase. With thousands of customers, Talisma serves a variety of industries, including retail, higher education, financial services, travel and leisure, government, business process outsourcing (BPO), and recruiting and staffing. Talisma is a fully owned subsidiary of Campus Management Corp., a leader in enterprise software and services. For more information, visit www.talisma.com.

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A truly "personalized" experience needs to be relevant to the shopper's goals and interests. This requires an understanding not only of who the customer is, but also of their behavior and unique attributes, as well as the intent of the activity. Forward thinking retailers are using customer and transaction data, infused with up-to-the-minute customer activity information (e.g., Web browsing history), to identify what the customer wants to do and to help them do it.

Must dos

Here are the things your company should consider when developing a comprehensive customer experience strategy:

- Develop a user-friendly, easy-to-navigate website with a strong connection to the brand/retail footprint
- Go for periodic online surveys to understand what your customers are thinking
- Examine your e-commerce processes and analyse customer behaviour to anticipate transaction roadblocks
- Enable full mobile usage of your Web functionality
- Make sure enough product information is available online at all times
- Take advantage of customer feedback via social media to identify potential problems and address customer service issues
- Make your retail site social media friendly

Talk to Talisma

A comprehensive customer experience management strategy will help your retail institution lead the pack and stay profitable. Talisma Corporation has extensive experience in enabling retail institutions migrate to a comprehensive CEM regime to improve profitability and enhance customer retention .

To learn more, drop us a line at marketing@talisma.com