



THE SEVEN PILLARS OF THE NEW CUSTOMER LOYALTY

 Neosperience



UNDERSTAND ENGAGE MONETIZE.

Digital technology has deeply changed the market scenario in the last ten years. The pace of this change, accelerated by the advent of the smartphone and the dawn of a new generation of digital customers, has disoriented many companies, which continue to invest in inefficient and ineffective customer acquisition and retention programs.

BE HELPFUL

Digital customers do not just want to buy a product; they want to live satisfying and engaging experiences. Recognizing the centrality of the customer and his experience is the most critical requirement when creating a stable and lasting relationship.

BE HANDY

To grow your business, you have to build personal connections with your customers. The emotional dimension of the experience is crucial if you want to understand, engage, and monetize customers, fostering dynamics of continuous purchasing that can generate recurring revenues.

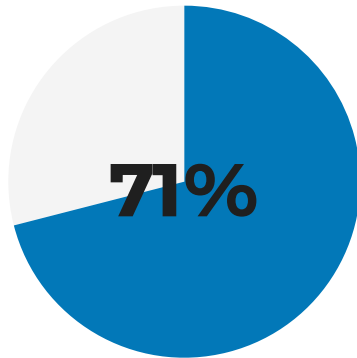
BE HUMAN

People are willing to invest much more (emotionally and economically) when they love a Brand, and when they feel the Brand cares about them. How can you switch, then, from traditional programs to a new generation loyalty that favors the advocacy?

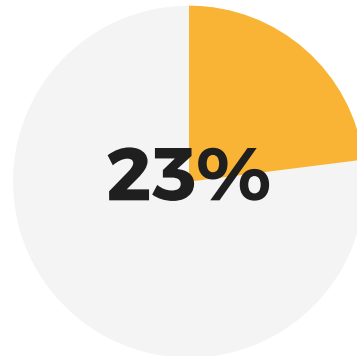


LOYALTY & CUSTOMER EXPERIENCE.

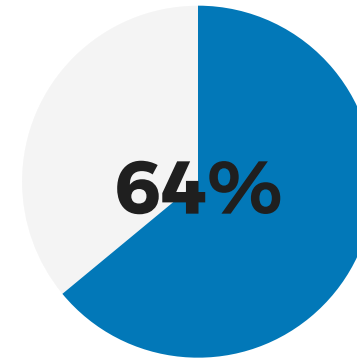
Data from researches by Gartner, Accenture, Forbes, Forrester.



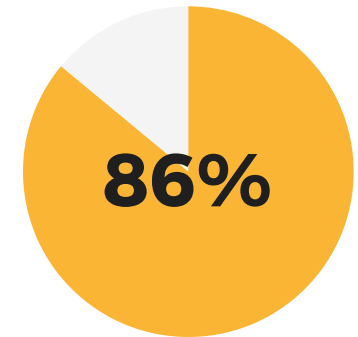
71% of customers note that in their daily experience the loyalty programs have so far not generated or stimulated any propensity to the 'loyalty to the Brand'.



23% of customers even show a flat or negative reaction to companies' loyalty programs, and that is especially true among Millennials and Generation Z.



64% of customers believe that the customer experience is more important than price when choosing a Brand. Today, the experience is the key element of differentiation.



86% of customers claim they are willing to pay more in exchange for a better customer experience, but only 1% believe that the Brands meet their expectations.





CLOSE THE GAP.

1.

In the hyper-competitive market of today, Brand Switching is becoming more and more common and affects all industries, not just the large-scale retail trade.

Customer experience is the only way to move from utilitarian motivations, which require tangible rewards, to emotional values. Only then you will have an authentic and long-lasting loyalty that involves people empathically.

If you want to overcome the limits of traditional loyalty, you have to change the approach, transforming the program:

- From a temporary, limited and stand-alone initiative to a strategic component of an integrated and continuous activity;
- From a loyalty-only tool to a mean of innovation aimed at pursuing more and more ambitious business goals.



LISTEN TO CUSTOMERS.

2.

Establishing a long-lasting relationship with people requires a "people-centric" approach. The path to customer loyalty begins with listening, which is fundamental to propose a unique and tailor-made experience. Before, during and after the purchase.

The tools that we have always used in market research are no longer able to track customer behaviors and needs reliably. If you want to observe reality accurately, your research has to align with the well-established technological habits of the customers, gathering their voice right in the place where conversations have moved today: their smartphone.





UNDERSTAND THE CUSTOMER.

3.

Earning and maintaining customer trust is a tough challenge, and you can not ignore the intimate knowledge of the person. Such a profound knowledge that no CRM can handle today. The choices of your customers are driven mainly by emotional and psychological elements, which Big Data can not explain.

You need another key to the reading: the understanding of personality traits and lifestyle (Psychographics), trends and attitudes, and how the individual customer thinks and makes decisions. Only in this way will you discover the implicit and authentic motivations behind their choices, and offer experiences that fit their real needs.



ENGAGE (WITH) CUSTOMERS.

4.

There can be no engagement without listening and understanding, and there can not be genuine loyalty without continuous engagement.

'Continuous engagement' means engaging customers with memorable experiences at every stage and touch point of the customer journey. It means exciting the curiosity, and building a long-term relationship based on their active and constant participation.

A customer who is fully engaged spends 60% more and, thanks to the word-of-mouth, unlocks an exponential lifetime-value (positive-share, recurring revenue generation).





CREATE AMAZING EXPERIENCES.

5.

Today, the customer experience is the cornerstone of the competitive challenge. To foster engagement, and convey positive emotions towards your Brand's desirability, you must start from technology, delivering unforgettable experiences online and offline.

The smartphone is no longer just a channel. It is a proxy of your customer, the very heart of an ecosystem of technologies (next generation store, augmented reality, the Internet of Things), which reinvents the relationship between Brand/product and customers, in the physical and digital worlds.



PERSONALIZE THE JOURNEY.

6.

The tone of voice, communicative style, messages and contents, experiences: you have to personalize. Even more, "hyper-personalize" the storytelling.

Are you sure that you are talking to each customer the right way? Are you sure that you tell interesting and relevant stories when they are ready to listen to you?

Today, like never before, technology is at the service of the person. That is why you must look at loyalty with an omnichannel approach, going beyond the Apps and Web.



MOVE TO ADVOCACY.

7.

Digital and mobile native, omnichannel, open to changes, and constantly looking for the 'new cool', the Generation Z leads the evolution of customer experience. Loyalty is still important, and it will always be, but the new generations do not want to take part in yet another loyalty program.

To make your business unique in the market, you have to go beyond the usual mechanics and focus on the emotional factors. Only then will people stop being simply customers and become true and valuable 'Ambassadors' of your Brand.

It is the loyalty that evolves into advocacy and becomes the competitive advantage of your future.



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- ⬡ LISTEN TO CUSTOMERS
- ⬡ UNDERSTAND THE CUSTOMER
- ⬡ ENGAGE (WITH) CUSTOMERS
- ⬡ CREATE AMAZING EXPERIENCES
- ⬡ PERSONALIZE THE JOURNEY
- ⬡ MOVE TO ADVOCACY





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