Focus on CX now

5 Rapid-response digital marketing strategies to win and keep customers

Global changes in 2020 are causing uncertainties about the future of businesses and their customers.

Business leaders need rapid-response strategies to maintain business continuity to avoid customer attrition and loss of revenue.

To survive as an organization through the current situation and prepare for the future, businesses must focus on emotional customer experience and digital marketing strategies to maintain high levels of engagement and trust with their customers.

Customers look to engage with brands that understand their new needs and are genuinely interested to help them choose the right products and services. Businesses need to deliver on their promises.

Avanade proposes five rapid-response Digital Marketing and CX strategies to help businesses **successfully navigate** through the current situation and **get ready for the future.**

Help businesses successfully navigate the current situation and **minimise** the impact of this seismic change.

The quickest ways to get started are:

- focus on customer needs
- introduce quick-win digital experiences
- deliver on promises
- optimise costs

New challenges for B2B and B2C businesses

Demand suffers as customers cut spending throughout the year

Stress levels are high across the workplace due to uncertainties about the future

Businesses look to reduce running costs, revise or cut down investments

Supply suffers due to increasing customer demand on certain products and services

Customers are frustrated because they feel their needs are not met

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Five Digital Marketing Strategies to address these new challenges and be READY for the future.

1.
Reach out with empathy

2.
Engage with compassion

3.
Avoid delayed response

4.
Deliver what's promised

5.
Yield to customer needs

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1. Reach out with empathy

Approach customers with greater understanding and define a credible role for your company. Proactively reach out to them with relevant content reflecting their needs, on their preferred communication channel, and considering their emotions at each step of the customer journey.

Where should I start?

Assess your content
To help optimise content based on customer needs on website, campaigns, and other comms.

Accelerate Digital Commerce
To help your customers quickly access your products and services at their convenience.

Set up research teams
To better understand your customer's needs.
Create   empathy maps.

Optimise marketing automation
To reach out to potential and existing customers more efficiently and improve conversion.

How can Avanade help?

- Online design thinking sessions for digital experience quick-wins

- Content audit, assessment and optimisation

- E-commerce design and implementation

- Marketing automation and CRM integration

2. Engage with compassion

Let customers reach out to you knowing that you understand their needs and your desire to help. Use digital channels to serve customers from a distance. Use every interaction on every channel as an opportunity to build trust.

Where should I start?

Assess product recommendations
To help your customers save   time searching and make decisions more quickly.

Accelerate real-time conversations
To offer a more tailored customer service and personalised experience.

Set up digital self-service tools
To make it easier for customers to resolve inquiries or reach out to you for their specific needs.

Optimise integration
To increase efficiencies by improving data flows across your website, CRM, ERP, and back-end systems.

How can Avanade help?

- Experience led self-service portals design and implementation

- AI-powered product and service recommendations

- Intelligent chatbots,   virtual agents, and contextual AI assistants

- Data processing and systems integration accelerators

3. Avoid delayed response

Demonstrate you care about your customers by providing timely responses. Time is of the essence when it comes to building customer confidence and trust in a brand's ability to help with their needs.

A delayed response shows lack of desire, ability, or capacity to help.

Where should I start?

Assess customer touchpoints
To gain better understanding of when and what type of responses customers are looking for.

Accelerate Auto-response
To keep customers informed of progress on a variety of channels and minimize frustrations.

Set up sentiment analysis
To unearth unnoticed friction points in the customer journey and react quickly.

Optimise cohort analysis
To identify customer cohorts and prioritise those that require special attention.

How can Avanade help?

- Customer journey mapping and assessment

- Press and social networks strategic insights extraction

- Contact centre assessment and optimization

- Marketing insight and data analysis services

4. Deliver what's promised

Proactively update customers on what will be delivered, and when. Let customers know of any replacement products, services or options that might be available and always give them the choice of whether to accept it or not.

Where should I start?

Assess products & services
To ensure your products and services are deliverable in the current situation. Adjust as needed.

Accelerate real-time updates
To keep customers informed of progress on delivering products and services, or interruptions.

Set up monitoring tools
To ensure availability of products and services, and capacity to deliver.

Optimise marketing operations
To proactively update upcoming changes to potential and existing customers on a variety of channels.

How can Avanade help?

- Customer and user research, Service Design workshops

- CRM and ERP assessment, implementation and integration

- E-commerce product catalogue integration

- Multi-channel marketing integration and platform design

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5. Yield to customer needs

Get into your customer's head. Stand ready to deliver not just what they need, when they need it, but also offer products and services for their unspoken needs. If you can consistently deliver on those expectations, your customers will continue to engage, stay with and recommend your brand.

Where should I start?

Assess customer pain points
To improve your understanding of their expectations and identify quick-win solutions.

Accelerate customer insights
To understand your customers' buying behavior, experiences, expectations and needs.

Set up multi-functional teams
To increase the alignment between product, marketing, sales and customer service teams.

Optimise website personalisation
To drive empathetic, contextual content fast enough to stay relevant in real-time.

How can Avanade help?

- Observe your customer, and emotional customer journey mapping

- Online co-creation sessions and design workshops

- Web tracking, customer data collection and analysis

- Website personalisation assessment and optimisation

Avanade can help you enable a rapid response

If you are looking for immediate CX improvement opportunities

Our CX team can help you identify friction points across the customer journey and quick-wins to turn them into positive experiences.

Our AI-powered tools and accelerators can help you inject intelligence across Marketing, Sales, and Service to offer differentiated CX.

If you are using Microsoft, Sitecore, Adobe, or Episerver technologies

Our assessment services can help you identify immediate cost savings with your Digital Marketing, CRM, ERP platforms and operations.

Our optimisation services can help you unlock advanced capabilities and improve integration across your platforms and systems.

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