avanade

Deliver on your promises

If you don't deliver what your customer expects, in a timely manner, they'll look elsewhere. Whether it's a product they've ordered or information they've requested, loyalty relies on you keeping your promises.

Your customers' eyes are wandering

During the COVID-19 crisis, you may find customers show less brand loyalty.

Since the crisis began:

65% of US consumers have **tried new brands**.

1 in 4 UK consumers have started using a new brand **because of the way they responded to the outbreak**.

But, showing you keep your promises can retain their spend: **60%** say they are turning more and more to **brands they are sure they can trust**.

What's first?	How?	Quick tip:
1. Keep products and services up to date Make sure you can deliver on what's been promised. Your products and services should be available and relevant to customer needs in the current situation.	An advisory engagement enables you to understand your capabilities and product and service options. Conduct customer research quickly to identify and address their current requirements.	Ensure in demand products are easy to find on your website.
2. Provide real-time updates Communicate all progress and disruptions to customers in real time.	Enable customers to opt in for automated SMS messages for direct, frequent and honest updates.	Send notifications about item replacements before the delivery arrives. Allow customers to accept or reject replacements.
3. Monitor your capacities Ensure stock availability is accurately reflected across systems, and you have the capability to deliver.	Use add-ons and quick integration tools to integrate your catalogue. Consider high demand products and services first.	Add a simple message on your homepage about delivery times – and keep it up to date.
4. Align teams By working together, marketing, sales and product teams can better understand what customers want right now, for more effective communication.	Create multifunctional teams and workshops to monitor and understand customer needs, so you can deliver the right solution.	Update changes to customers on a variety of channels.

Looking further ahead

Integrate marketing platforms across ERP, CRM, product catalogues and e-commerce, at a company-wide level.

Implement multichannel capabilities for real-time, connected communication across chatbots, apps and voice calls, as well as SMS.

Undertake service design workshops and customer research to identify patterns, trends and behaviors.

Communication is key

When a toilet paper brand's huge rise in demand saw a reduction in stock, they implemented a full site pop up, persistent banner and back in stock notifications, so customers could always find out the latest stock updates.

Find out how Avanade can help.

To register your interest for a complimentary CX assessment, contact us **here**.

To find out more, **download our guide**.

About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem, and the power behind the Accenture Microsoft Business Group.

Learn more at **www.avanade.com.**