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CORPORATE GIFTS

**How to:**

Deliver meaningful  
customer experiences





In an increasingly unpredictable market, retaining customers and wowing new prospects is vital to the success of your business. You likely already know that to stay competitive, you need to focus on delivering positive and meaningful experiences. However, research has revealed that 59% of customers feel companies have lost touch with the human element of customer experience, and 32% said they would stop doing business with a brand they loved after just one negative interaction.<sup>1</sup>

**So, how can your business deliver customer experiences that are more memorable, motivating and meaningful? Well, here are our top tips...**

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## Tip 1:

# Write CX into your vision and values

Your organisation likely already has a vision and a set of values – but are these aligned with your customers' changing demands? To make every interaction more meaningful, now is the time to adapt and put your customer's changing needs at the very centre of your business. With this in mind, review your buyer persona documents alongside your guiding principles, and check to see if each of your goals align with your customers' needs.



### Ask yourself:

Does our vision encapsulate the experience we want our customers to have with our business?

A fundamental organisational change of mindset that focuses on the customer, along with operational and IT improvements, can generate a

20%

to

30%

uplift in customer satisfaction.<sup>2</sup>





## Tip 2:

# Create a customer feedback loop

The 'customer feedback loop' is a strategy that will enable your business to constantly improve on your product and service, based on your customers' unique needs and wants. **Here's how it works:**



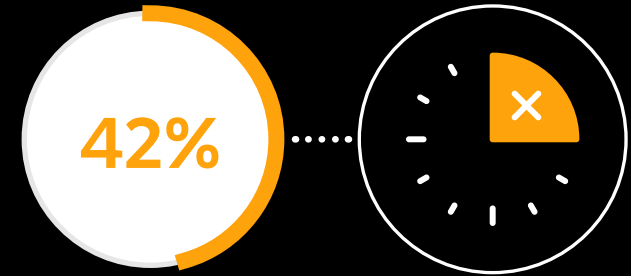
Gather information from your clients via reviews, surveys, social media responses and more.



Analyse the data to determine trends and actionable insights.



Refine your products and services based on what you've learned – and review this at least once a year.



**of customers expect** a response within 60 minutes, and a delayed response is almost as bad as no response.<sup>3</sup>

## Tip 3:

# Supercharge your social media

**Over the past few months, businesses have changed how they source products and services, with more now switching to online.** To make your

business stand out, you need to stay on top of your social media activity. This means posting fun, interesting and unique content at least three times a week, and making sure your business has the resource to actively monitor and promptly respond to comments, reviews and direct messages.

## Tip 4: Amaze your prospects with personalisation

If you want to make sure your offering stands out, you need to create a seamless end-to-end experience across all your channels – **and you can achieve this by embracing personalisation**. By researching your prospects' needs and wants, and leveraging these insights, you can wow them with unique and highly personalised experiences. In order to appeal to your audience on an emotional level (the key motivator behind many buying decisions) follow the steps below:

### Map out every touch point of your customer journey

From your customers' first point of contact with your business, to their first purchase, through to social media, emails, calls and beyond.

### Identify your customers' key emotional drivers

Survey your customers to establish their level of emotional connection at each touch point in their journey, and then analyse your data across these touch points using predictive analytics to determine their key drivers. Using gift cards or discount codes is a good way to incentivise your customers to complete surveys and reward them for doing so.

### Optimise your experience using these insights

Once you've developed an understanding of the channels, platforms, messaging, visuals and tactics that your audience are most emotionally receptive to, make sure you're maximising these techniques across your customer journey.



A business that optimises for an emotional connection outperforms competitors by

**85%**

in sales growth.<sup>4</sup>



## Tip 5:

# Customise your offering

If you really want to wow your clients and prospects, it helps to provide tailored services suited to their individual needs, so they can find the right solution for their business. There are many ways you can achieve this - from implementing an omnichannel strategy so they can access your services from a variety of different platforms, to offering flexible payment terms and packages to suit their budgets. As businesses require more flexibility than ever, this will not only show your clients that you are accommodating their needs – **it's also a great way to build loyalty.**

## Tip 6:

# Reward customer loyalty the right way

Considering the challenges both individuals and businesses have faced during the pandemic, **your customers need to know how much you value their loyalty.** So, make sure you give them a unique thank you gift that shows how much you appreciate each individual's unique wants, needs and goals.



# Make 2020 more meaningful with an M&S Gift Card

At M&S Corporate Gifts, we believe that one of the best ways to motivate your customers is to empower every individual with something that best suits them. That's why our range of Gift Cards, e-Gift Cards and e-Codes give people the freedom to choose the most meaningful gift for them, from a huge range of essentials and treats online, or at one of our UK stores.

**Find out how we can help make the rest of 2020 extra meaningful  
for your customers and your business – simply contact**

**0330 0580 734,**

or



**Email us**

