

M&S  
CORPORATE GIFTS

  
*How to*  
**give back to  
your customers  
this Christmas**





Rewards



If you want to show your customers just how much you appreciate their loyalty, and inspire them to spend more with your business, you of course need a reward and recognition (R&R) strategy. But in the wake of ever-increasing

competition and ever-growing customer expectations, R&R is not enough – you also need to deliver more meaningful experiences, and make sure every customer feels valued, every single day.

**So, how can you deliver outstanding customer experiences this Christmas, and into the future?**





## Tip 1:

# Make conversations less scripted

Whether you're sending emails, talking on the phone or using targeted social media posts, **customers can tell when they're getting a stock message.**

That's why you should avoid transactional language and scripted communication wherever possible, and instead find ways to create a real relationship, such as

**personalising your message**

with a reference to your customer or clients' interests or hobbies, or their plans for the Christmas period.



## Tip 2:

# Manage their expectations

With many business' customer service lines currently running at limited capacity, **it's more important than ever to manage your customers' expectations.** After all, if you were on the phone with a customer service representative, and they promised to call you back within ten minutes, but didn't, how would you feel? You'd likely experience frustration or disappointment, and you might even consider taking your business elsewhere.

If instead, your service representative not only took the time to honestly explain to you that they would get back to you as soon as possible, and would email you progress updates in the meantime, you'd probably feel a lot better about your relationship with that business.





### Tip 3:

## Be authentic and transparent

If you want to earn the trust and respect of your customers and clients, transparency and authenticity are key. These are the building blocks of any sustainable long-term relationship. From your brand affiliation to your pricing, when communicating with your customers, adopt an open-book policy that shows the human-element of your business, as this is a **great way to demonstrate that you are both reliable and trustworthy.**

### Tip 4:

## Utilise advanced customer analytics

Deploying advanced customer analytics is a great way to gain deep and actionable insights into your business' communication strategy, and how this impacts your overall customer experience. For example, by regularly monitoring your website performance such as dwell time, bounce rates and most visited pages, you can develop a better understanding of how your clients are utilising your digital platform, and you can use these actionable insights to optimise the quality and usability of your site.



*of global executives* who use data analytics report that they improved their ability to deliver a great customer experience.<sup>1</sup>

<sup>1</sup>Forbes

## Tip 5: Map customer journeys



**Customer journey mapping will help you to understand the quality of your prospects' and customers' experience,** by analysing the various touch points they have with your business. Once you've mapped these out, search for ways to improve their journey by increasing convenience and providing opportunities for communication with a member of your team.

For example, one touch point on the customer journey may be your email. If your customers receive emails where their name is spelled incorrectly, or they don't receive a prompt response, this is likely to negatively impact on their overall experience with your business.

To remedy this, you could simplify the order process so that it only requires a single simple action. One of the key advantages of customer journey mapping is that you get to **experience your customers' journey from their perspective, so you get a better idea of what's working and what isn't.**





## Tip 6:

# Communicate how you're giving back

If you want your customers and clients to understand how you're giving back to them and to your wider community, then you need to tell them all about it! This might sound obvious, but many businesses fail to communicate just how much they're doing to give back – whether it's by offering discounted and free products and services to those in need, or expanding the customer service team to ensure each customer has the support they need.

**So, from your social media channels and email comms, to your sales calls and general enquiries, ensure you're letting customers know what you're doing to support them and the wider community.**



## Tip 7:

Surprise and delight your customers at every opportunity



If you want your business to stand out from your competitors, you need to offer truly memorable experiences, and this means finding fun and engaging ways to surprise your customers. Recognising and rewarding your customers on special occasions like Christmas is, of course, very important, **but you should also consider taking the time to celebrate the little things as well.**

For example, you could give Ebony from Edinburgh a shoutout on social media after a great chat on the phone, or send Tim from Telford a personalised discount to congratulate him on his new job.

# Celebrate what matters with an M&S Gift Card

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