

Defining

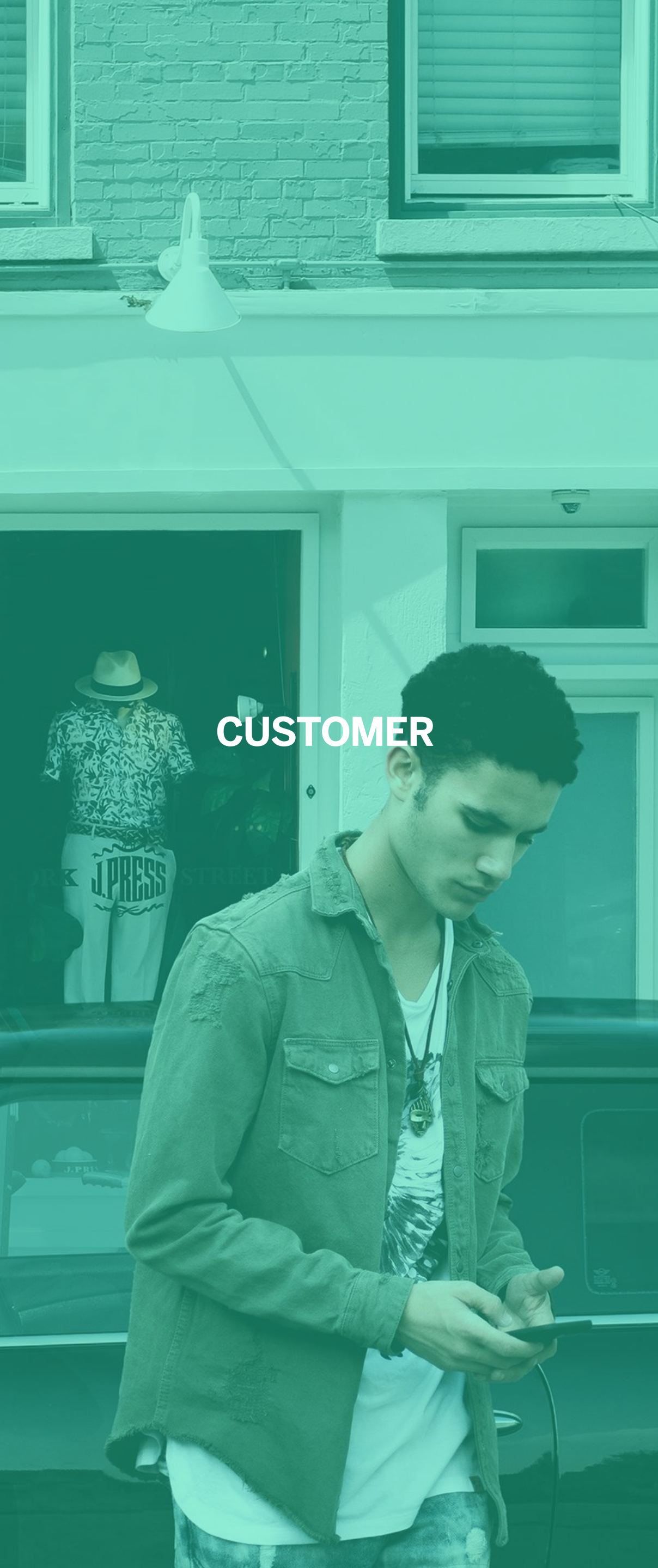
CUSTOMER
EXPERIENCE



80%

OF CONSUMERS SWITCH
BRANDS DUE TO
A POOR EXPERIENCE





CUSTOMER



PRODUCT



EMPLOYEE



BRAND



80% of CEOs believe their
companies offer a superior
customer experience



8% of customers agree



Experience Management

Turn customers into fanatics

Product into obsessions

Brand into movements

**Marketing
has an
opportunity
with the
Experience
Economy**



“

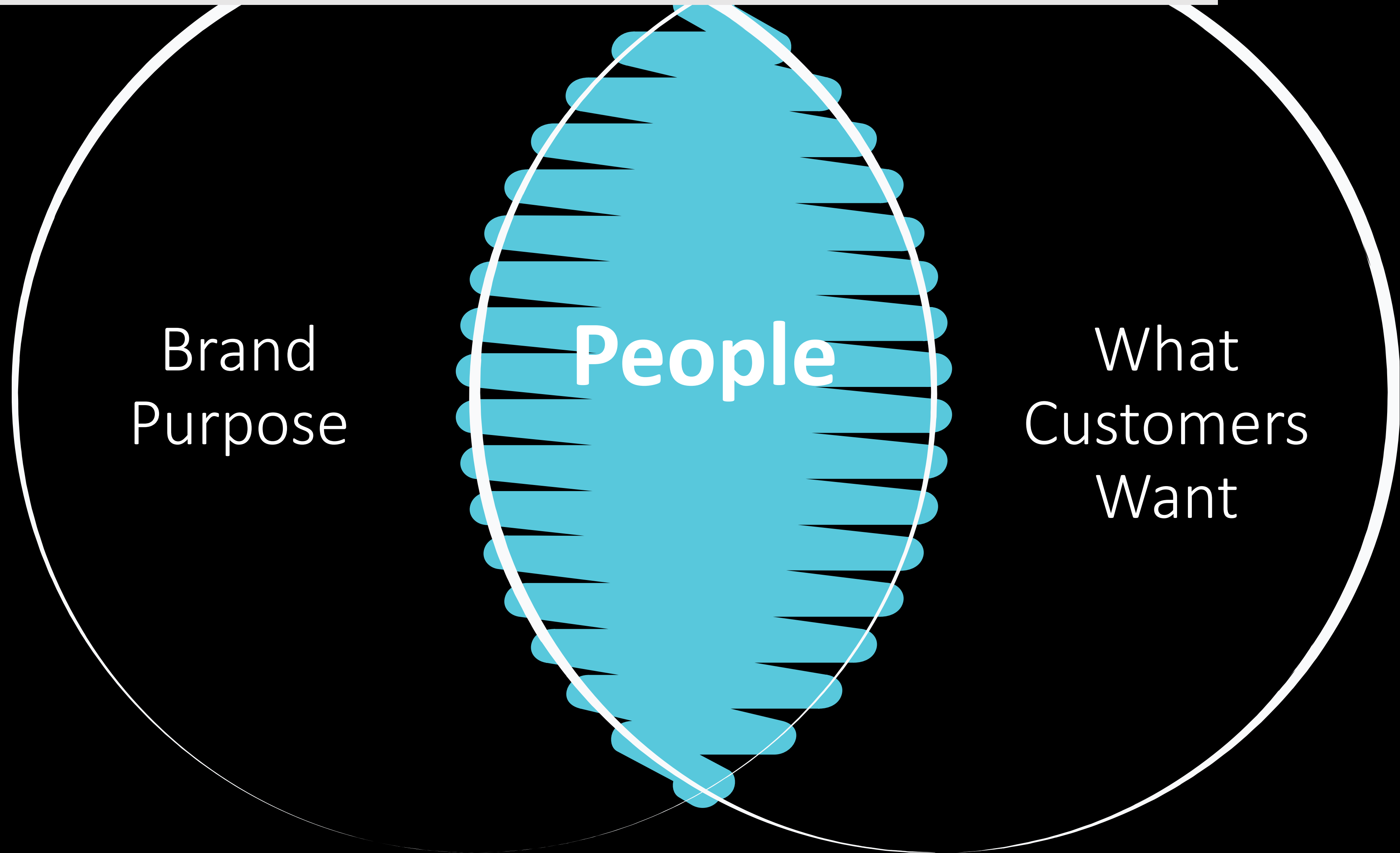
We need to **stop** interrupting
what people are interested in
and

Be what people are interested in.

”

Craig Davis

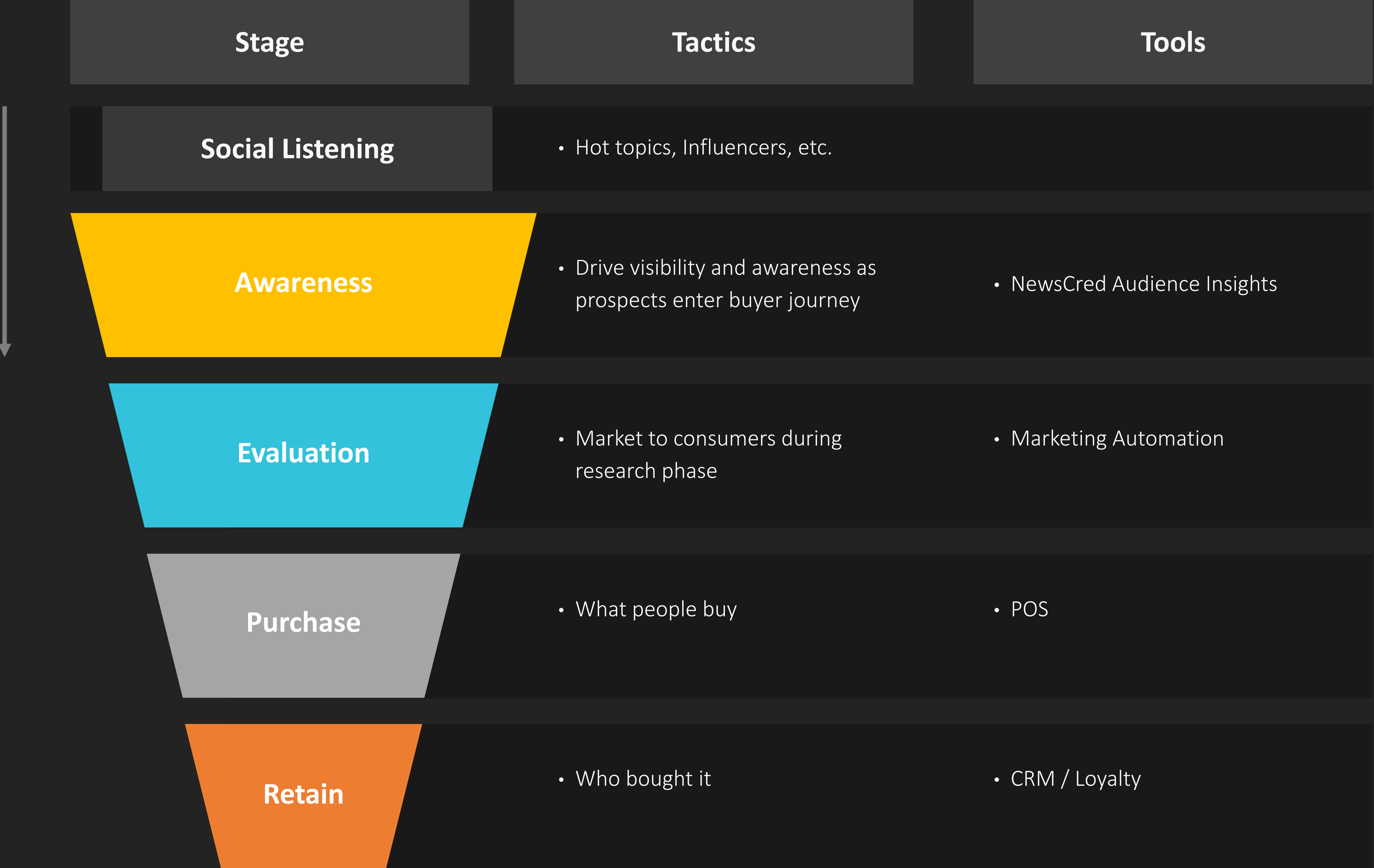
We need to put people at the center





**“Make marketing so useful that people
pay for it”**

Jay Baer



Stage

Social Listening

Most efforts to build relationships start too high or too low in the buyer journey.

Awareness

- Drive visibility and awareness as prospects enter buyer journey

- NewsCred Audience Insights

Evaluation

- Market to consumers during research phase

- Marketing Automation

Purchase

- What people buy

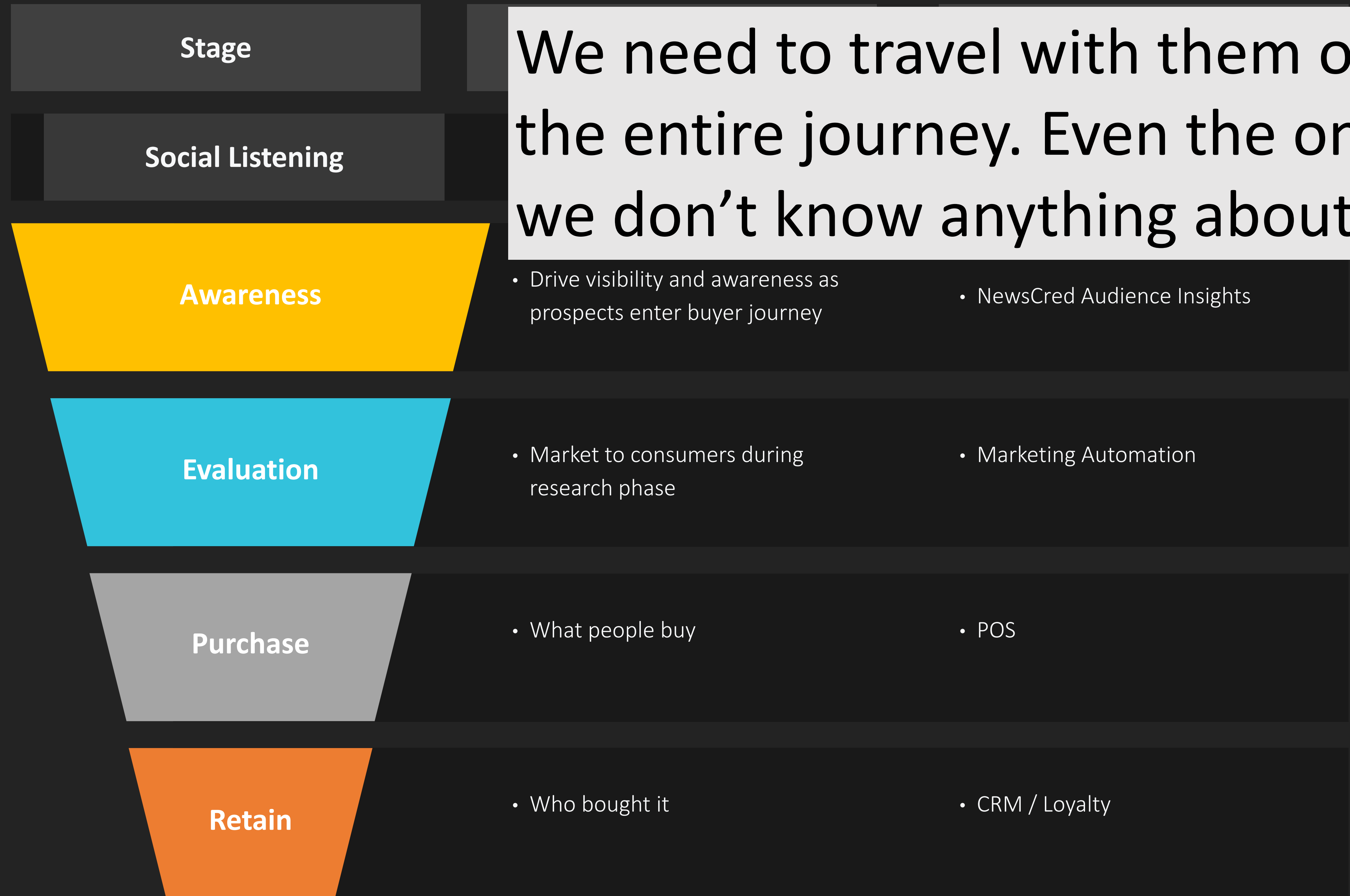
- POS

Retain

- Who bought it

- CRM / Loyalty





We need to travel with them on the entire journey. Even the ones we don't know anything about yet.





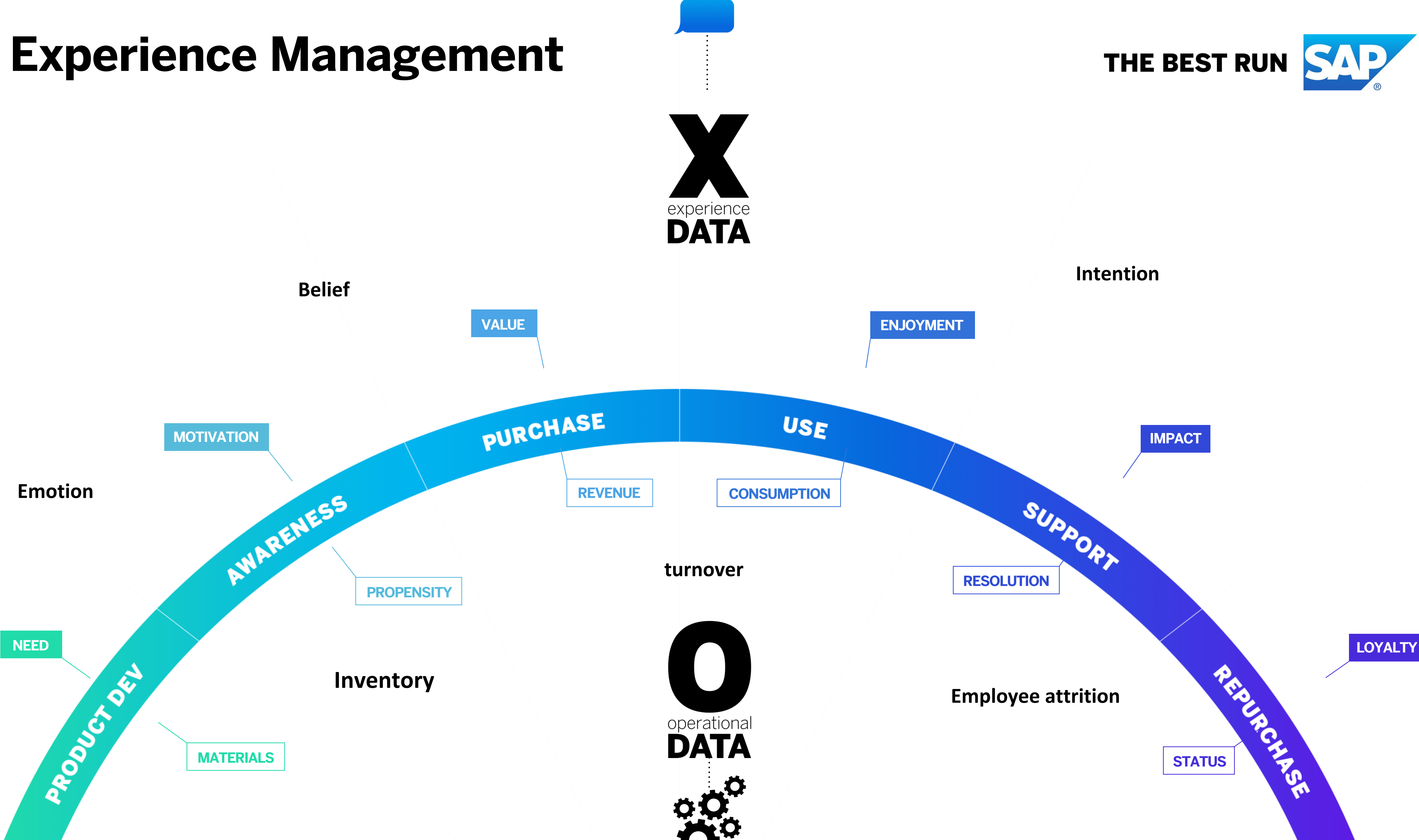
Personalization Opportunity Compelling or Creepy?

**YOU CAN'T GIVE CUSTOMERS
WHAT THEY WANT
IF YOU DON'T LISTEN
TO WHAT THEY SAY.**

THE BEST RUN



Experience Management



“

**People don't buy
what you do.
They buy *why*
you do it.”**

”

Simon Sinek



Be Credible.

Know your brand position.

Know your customers.





Deliver Experiences
your competition
can't

Thank You!

 @danish_md