



eGuide: What Your Customers *REALLY* Want

Infuse these 4 tactics into your customer experience strategy and you'll set your team and your business up to win and retain loyal customers by providing the service levels they want.

bizrate insights

What Your Customers *REALLY* Want

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90% of online consumers say they're unlikely to return to a website that provides anything less than a satisfactory customer experience.¹

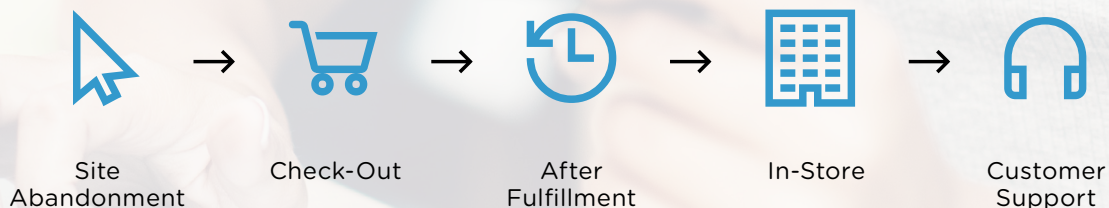
4 Tactics to Win and Retain Loyal Customers

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1. Understand and connect with them

Google Analytics can't provide you with customer sentiment and attitudinal data, but a Voice of Customer Solution can.

Collect **Voice of Customer** feedback at these critical touch points along the customer journey and you'll have a new understanding of your customers' wants and needs.



With an in-depth understanding of your customer experience you'll be able to think like your customers... and if you can think like them, then you can make enhancements that have a real impact on ROI.

2.

Build consumer confidence via ratings and reviews

With the right provider, the ratings and reviews that you collect can be syndicated across a number of search engines, including Google, Bing, Yahoo, and more.



77% of shoppers are equally likely or more likely to complete a survey about their experience than they were 2 years ago.²

By ensuring you have a steady stream of online reviews strategically located in different places on the web, you're helping your customers through the decision-making process, and driving your conversion rates up.

How do you make those online reviews work for you?



-  Work with a trusted provider to syndicate reviews to Google, Yahoo & Bing
-  Include them across your website footer
-  Sprinkle them in your social media posts
-  Highlight them in email retargeting



3.

Eliminate pain by removing roadblocks in the path to purchase

You've spent so much time and money acquiring your customers, losing them during the conversion stage is just plain frustrating, not to mention unnecessary.

So how can you uncover issues in the final stage of your conversion process?

Analyze the trends in your Voice of Customer data to fix the issues with customer desktop and mobile shopping at check out. Our research shows that these 3 areas cause the most pain to customers:



The checkout process isn't streamlined



Too many steps impede progress



Missing payment options that best meet their needs—think Digital Wallets³

4. Anticipate their needs



78% of US online shoppers want to seamlessly move between customer service channels, such as chat and phone, without having to repeat their question each time.⁴

While you can't anticipate every customer need, nor should you try to, regularly collecting customer service feedback at post-purchase and post-delivery helps uncover the hidden obstacles to an optimal customer experience.

Anticipate their needs and you're on your way to providing the **seamless Omni-Channel Experience** customers crave.



5. Bonus: Provide them with value in exchange for feedback

Everyone likes to be rewarded. Our research and testing shows that offering your customers the right incentive at the right moment in exchange for their valuable time completing a survey, significantly increases completion rates.

When you provide your customers with an incentive, they feel valued and are more likely to provide you with unbiased and relevant reviews.

**The concepts are simple, but the execution isn't easy.
Let one of our VOC experts help you get started.**

REQUEST A DEMO

Contact Us: BizrateInsights@bizrate.com

Learn more about Bizrate Insights Omni-Channel Solutions at:
www.bizrateinsights.com/omni



References:

¹ <http://bizrateinsights.com/blog/2017/08/cx-best-practices-win-customer-loyalty-2017/>

² Bizrate Insights Research: Jan 2018

³ <http://bizrateinsights.com/blog/2017/10/4-strategies-best-holiday-season-decade-inside-holiday-2017-white-paper/>

⁴ [CX Best Practices to Win Loyalty](#)