

Strategies to improve your customer experience in 2020

Research has shown that the quality of the customer experience (CX) takes precedence over any other aspect of a business. It's not enough to just have a great product, competitive pricing, and a good marketing strategy. What ends up determining whether or not you will get somebody's business and whether or not your business will grow is the experience your customers have when interacting with your company. If you follow these six strategies to improve your customer experience in 2020, you will quickly notice the difference. Bear in mind that applying them will differ from business to business, and from brand to brand. However, there is always a way to use them all.

Top 6 ways to upgrade your customer experience in 2020

Understand your target audience

One of the sure-fire ways to improve your customer experience in 2020 is to do more to understand your best customers. Find out what motivates them, what delights them, and what drove them to you. This will enable you to create [personalized marketing strategies](#) that will reach them more easily. More importantly, though, it will enable you to tailor your services and products according to your customers' wants and needs.

It is very rare, however, that a business has a completely homogenous customer base. Your best customers are likely to differ in important ways. It is of great relevance that you are able to cater to all of these different profiles. One of the strategies for doing that is to create customer personas. Give these personas names and short profiles that will highlight their major pressure points. Once you have these profiles, it will be easy to carve out a marketing experience as well as an actual product that caters to these different audiences. If you need help with this, companies like [digitaldot.us](#) will customize a digital marketing strategy for you. Finally, achieving consistency in this approach will be crucial in keeping customers. It will also attract new ones and help your business grow.

Location data

One of the best ways to create accurate customer profiles on the basis of which you'll work on your marketing strategy is through collecting first-party location data. This will tell you about repeat and occasional customers, the frequency with which your customers visit yours and the nearby stores, and how long they stick around as well as how often and how long they visit your competitors.

One of the marketing strategies that will use precise location data is your retargeting campaign. Based on this data, you will be able to engage in retargeting through the appropriate channels after your customers visit trigger locations. Depending on your customers' digital behavior, you will be able to do this through social media, email, or push notifications. This will allow your

strategies to have a more meaningful impact. By collecting and analyzing location data, you will also be able to deliver better customer service and recognize new revenue opportunities.

Be present on different platforms

The majority of shoppers nowadays use multiple channels. This is the reason why it is important to maintain an effective presence on all different platforms. Your customers should be able to communicate with you through all of these different channels in an efficient way. Some people will still call or email in case they have a query or a problem. More and more customers, however, will expect you to respond to them on their preferred online platform. Very often, they will reach out to you on your social media accounts to save time. Your team should be aware of this and ensure that they can provide impeccable service through that channel. This is definitely one of the strategies to improve your customer experience in 2020. Not being readily available could even result in losing the customers you do have.

Another way to understand this is by maintaining a presence when it comes to marketing as well. Depending on your customers' habits and your business, you might want to limit your advertising to the Internet or include classic strategies like [out-of-home advertising](#).

Be efficient and available

One of the 6 ways to upgrade your customer experience in 2020 is not only to be present on different platforms, but to also be diligent, available, and efficient on them. Your team should be aware that the speed of resolution is what will keep your customer coming back.

Say you own a restaurant and have an official Instagram account with a phone number for reservations in the bio. A potential customer is looking for a restaurant on this platform and finds you. They might be moved to direct message you for a reservation right then and there. Leaving them hanging for hours and making them pick up the phone and call you won't bode well for your business. They will either feel frustrated that it took so much to reach you, or they will give it up entirely. If there is a larger issue that requires you to spend more time on it, make sure you let them know it's being taken care of. Even if you don't have a positive answer for them, they will feel good to see that you are trying and keeping them in updated.

Develop procedures

Having proper procedures follows on the heels of the previous strategy for improving CX. You should also make sure your whole team is familiar with them. Imagine a customer sending in a query and your employees scrambling to find a way to come up with an answer for them. Implementing a standard procedure will ensure your customer service is efficient, but also that it is consistent. One good way to remain consistent is to set a limit on response times when it comes to messages or emails, as well as calls.

Reward loyalty

This is an age-old strategy but it is definitely one of the ways to improve your customer experience in 2020. You should have a way of identifying the most engaged and loyal customers. Loyal customers that have an emotional connection to your brand will spend two and a half times more money on average than a regular customer.

Some of the typical ways of rewarding these customers is through discounts and exclusive offers. Certain brands like to give returning customers early access to new features or products. Some even include them in brainstorming in developing stages of new features through surveys, for example. This will make them feel even more attached to the brand because they will feel appreciated and enjoy having a say in where your business goes next.

Watch out for customer feedback

The final one of the strategies to improve your customer experience in 2020 is to closely monitor customer feedback. Whether it is online reviews or interactions on social media, keep an eye on what your customers have to say about your business. Responding quickly and in a way that shows that you value their feedback and take it to heart will make customers appreciate your business more. It also helps with developing the aforementioned emotional attachment to the brand. Customers who appreciate you in this way are up to three times more likely to recommend your product or service or be a returning customer themselves. [Analyzing the data](#) gathered this way will also help you improve your services or products.

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