

CUSTOMER EXPERIENCE & MARKETING AUTOMATION

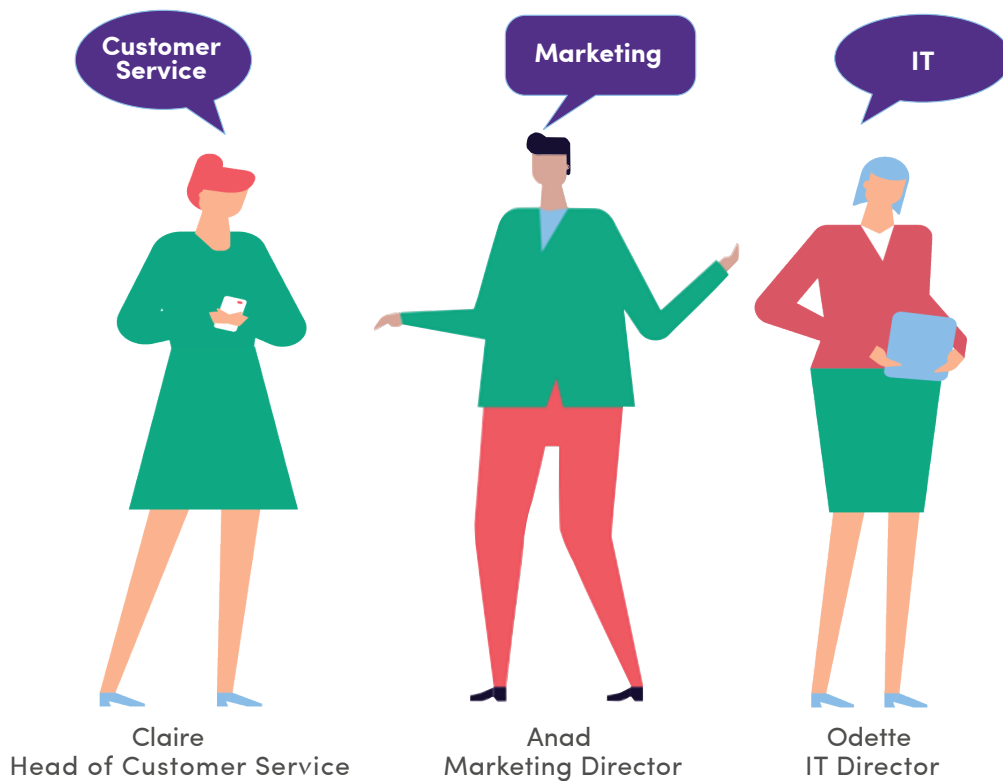
Separated at Birth
Reunited by a
Common Purpose



In Partnership With



Who owns Customer Experience (CX)?



The reality is that CX is everyone's responsibility. A great customer experience starts with a truly collaborative, innovative and creative design process that begins long before a customer even thinks, or knows, about your product.

Marketing Automation: A range of software solutions that can be deployed to allow marketers to use their time more effectively and achieve much more. Many marketing tasks that must be undertaken are either simple, repetitive, or both, and it is these that Marketing Automation has risen up to counter.

Customer Experience (CX) : The full life cycle of a customer's dealings with a company including pre-purchase, consumption, and post-purchase stages. CX draws from a diverse range of disciplines and touch points that can involve anyone and everyone in the business, at any point in time. CX is not just about being nice, but ensuring that you create and sustain a corporate culture that pays more than lip service to customer centricity, builds long term profitable customer relationships and strong employee performance and satisfaction.



The aim of Marketing Automation is not to get to an end-to-end, lights out, put your feet up system – it is all about automating the repetitive elements of a marketing programme. Marketing Automation takes care of the Business as Usual (BAU) or tactical activities, so your team can think strategically and apply their creativity and consideration to how to make things better, i.e.:

- Do more with less
- Maximise ROI
- Get to market faster than the competition
- Make it easy for customers to buy from you

Forget about the myth of ‘delighting’ your customers and Customer Effort Score (CES) measures. All customers really want is for you to make it easy for them to do business with you. For most, this starts with a compelling marketing campaign that applies all the best parts of Marketing Automation to create a memorable and sustainable CX.

Matchmaking : Marketing Automation and CX

Organisational Engagement is a key component in developing a customer centric company. Developing a company-wide collaboration agreement, or social contract, that encompasses **operational agility** and **departmental flexibility** is a good starting point to help improve outcomes, both internally and for your customers.

Building the bridges – Supporting the strategy :

Spanning marketing and CX activities requires key structural and operational foundations:

- Uncover where the challenges lie in delivering a great customer experience at every touch point.
- Develop a greater understanding of where you want to go in terms of a realistic customer experience ambition and who can help you achieve them (e.g. Marketing, IT, HR etc.)
- Identify priorities, understand potential roadblocks, gain company-wide support, and truly build a climate of organisational engagement that forms the basis for the social contract.
- Develop a long-term customer experience blueprint that enables you to foster innovation and creativity while maintaining operational excellence and enhancing customer engagement.

When you get this right, your customers and colleagues from across the business will have a stronger, measurable understanding of the brand, your strategic vision, values and purpose. All you need to do now is join the dots.



Joining the Dots : Steps to harmonising Marketing Automation and CX



There has never been a better time to look at Marketing Automation through the lens of CX when it comes to improving loyalty and Customer Satisfaction.

In this highly competitive landscape you are only as good as the last thing you did for the customer. Marketing Automation's compelling power to target the right customer (or prospect), with the right message, at the right time, on the right channel should never be underestimated.

- **Focus on a couple of personas**, or customer groupings. This allows the incremental value to be more easily measured. For example, in the grocery retail sector, two personas to examine could be:
 - a) 18-25, low basket value, frequent shopper
 - b) 35-49, high basket value, weekly shopper
- **Create idealised customer journeys** by combining the behavioural knowledge from the CX world with the sophistication capabilities of Marketing Automation.
- **Distil the challenges & desired outcomes for each journey**, coupled with a detailed examination of available data. The difference between what you can achieve with the elements you have available now, and what your Customer Journey looks like becomes your Roadmap vision for the future.

Within any organisation, Marketing Automation exists as a combination of People, Processes, Data and Technology. Any weaknesses or shortcomings in any of these areas can lead to the under performance of your Marketing efforts. It never hurts to get a well-informed second pair of eyes on your marketing technology stack, to make sure the elements are working well together, and being measured by the right KPIs.

If there's one takeaway from this that we'd like you to remember, it is that asking for help isn't weak, it's wise.



CX can be summed up as putting the customer at the heart of everything you do, and Marketing Automation is that everything

About the authors



If you have any questions on your journey to reunite CX and Marketing Automation, get in touch with our author's!

Tim Biddiscombe is the Managing Director at Purple Square CX. He's been helping clients with marketing-shaped technical problems for more than 20 years now, so you can definitely say it's in his blood! Nothing makes Tim happier than working with our teams of highly skilled experts to deliver cutting-edge, scalable and robust solutions for our clients, partners and software vendors. He's been working at Purple Square since almost day one, helping the business to grow and seeing it develop and evolve into a globally renowned marketing automation specialist company. Tim has worked at many blue-chip marketing industry leaders including Acxiom Data, Wegener Direct Marketing and Alchemetrics. letstalk@purplesquarecx.com

Gerry Brown, aka The Customer Lifeguard, is on a mission to save the world from bad customer service. He helps businesses save customers at risk of expiring and breathes life into their customer service operations and customer experience strategy. Gerry has provided organizational leadership on people development, business transformation, customer engagement and technology enablement for some of the largest companies in the UK, Canada, and EMEA. These include London International Patient Services, East Sussex County Council, B3 Living, National Express, Nutricia, The Royal Albert Hall, Endsleigh Insurance, O2, Screwfix, Sage, Sky, Bell Canada and TELUS. gerry-brown@thecustomerlifeguard.co.uk

