



Jan 18, 2016

The Vital Role Your Corporate Message Plays in the Customer Experience.



James O'Gara
CEO / Founder, OnMessage

The processes, technologies and channels through which your target audience engages with your company have fundamentally changed. As a result, companies must rethink how they develop and deliver customer-facing messaging consumed throughout the customer experience. Today, most companies do not have enterprise processes in place to ensure clear, compelling and consistent messaging is delivered throughout the buying process and customer journey. This results in a disconnected and inconsistent experience for prospects and customers as they travel from one touchpoint to another. This inconsistent message and experience negatively impacts business performance in three key ways:

Customer Acquisition: In the age of the customer, your target audience expects personal, relevant and consistent messages as they consume your story online and offline. Confusing and inconsistent messaging in the self-service and sales phases of the buying process significantly reduce audience engagement, slow or even break down sales cycles and dramatically reduce customer conversion rates.

Customer Retention: Once a prospect becomes a customer, they expect the promises made during the buying process to be fulfilled. However, if the customer service, support and delivery sides of the business are unaware or incapable of building on that promise and message — fear, uncertainty and doubt creep into the newly acquired customer's mind — jeopardizing future purchases and share of wallet.

Customer Loyalty: Loyalty is only achieved when trust has been earned with a customer. Trust is earned when a customer's overall experience is consistent with their expectations — expectations that you set based on the messages they consumed in the buying process. From that point forward,

every time an employee engages with a customer, the messages they use and actions they take impact loyalty. Inconsistent conversations and interactions with your employees breakdown trust and turn customer loyalty into a liability. This negatively impacts the lifetime value of that customer and the perception of your brand in the marketplace.

A disciplined, enterprise approach is required.

These are just three material ways your message plays a vital role in the customer experience. That's why it is imperative that CMOs rethink the way they currently develop and deliver customer-facing messaging. They must approach messaging development and delivery as an enterprise process — not a marketing tactic. They must be more disciplined, holistic and intentional with respect to what messages are communicated, when they are delivered and where they come to life throughout the customer journey. Only those companies that implement disciplined enterprise processes for infusing clear, compelling and consistent messaging throughout the customer experience will thrive in the future. They organizations will become market leaders because they will have the ability to consistently deliver a superior customer experience that increases engagement, conversion rates, loyalty and ultimately ... greater business performance.

More Information:

For additional articles please visit: www.itsonmessage.com/pov

To contact James O'Gara: jogara@itsonmessage.com