

10 WAYS TO STAY CUSTOMER RELEVANT



1. Value

Ensure that customers receive value from your product or service.

3. Brand

Does your brand still resonate with your values and those of your audience? If not a re-brand may be necessary.

6. Unique Value Proposition

What is that unique factor that sets you apart? Even in a competitive market for a product the service can be the differentiator. Be clear what your USP is and use every opportunity to include it in your communication at key points in the customer journey.

This needs to be communicated in a 'catchy' one-liner.

7. Responsive to Market Changes

Do not be a bystander watching changes go by. Keep informed; show your customers that you are engaging with the changes and planning to lead in the new normal

9. Customer Segments

Understand who your customers are - in B2C that would be persona & demographics, in B2B it is persona and firmographics such as industry

2. Communication

Communicate this value in all marketing and sales communication and collateral in a consistent manner

4. Relevant Platforms

What are the key sources of information that your audience go to when looking for products or services like yours? Are you present & relevant on those platforms?

8. Supply chain cohesion

Understand clearly how your product or service is used and what happens before and after your product or service comes on the scene

10. Simplifying Processes

Customers love to do business with companies that make it easy for them. A business which recognises that a customer's time is precious is staying relevant. Streamline your processes

5. Customer input

What are your customers thinking? Obtain their viewpoints both numerical scores and verbatims for sentiment analysis. Look for the quick fixes and then the long term lessons. Turn these into opportunities to demonstrate to customers that you are listening - this ensures relevance

Want to know more?

Email: info@askpyramidglobal.com

Tel: 00 44 (0) 7956
367039