

mapp



# 5 Tips for Actionable Customer Insights in a Cross-Channel World

In an ideal world, we would always know how and when to interact with – and delight – our customers. If there was only one channel through which to engage with them, it would be a straightforward task to identify, track, and finetune the customer journey. Unfortunately, this isn't usually the case. "Making a positive impression on your audience requires meeting them where they're at, giving them the attention and content that they need when they need it and how they want it," **HubSpot** states. That's where cross channel marketing comes in. In fact, companies with the strongest cross-channel customer engagement strategies **retain an average of 89% of their customers**, compared with 33% for companies with weak cross-channel strategies.

The difference between these strong and weak strategies is the proper use of technology to access and analyze big data, collected through consumer engagements across multiple channels, to form predictions about future behaviors. However, it isn't just about managing and manipulating this data but using it in the interest of your customers.

Marketing has evolved into a customer-centric discipline, which places the individual customers at the heart of marketing design and delivery. As consumers have different behaviors and preferences, customer-centric marketing renounces the "one-size-fits-all" approach in order to cater to the individual.

As a result, customer insights can be the difference between a healthy bottom line and a floundering business. Despite the fact that 74% of companies want their decisions to be driven by data, only 29% think they successfully connect the insights they collect to concrete actions. Companies struggle to gain relevant customer insights – even more so in a cross-channel world where customer data comes from all directions. The following tips will help you gather customer insights and turn them into actions that make a difference for your business.



**"Data is not just a commodity. It's our modern-day DNA. It helps us understand people. To know them and serve them... Brands that have reframed their purpose around creating meaningful and transparent customer relationships are the ones that are set up to succeed. Not because they have more data, but because they have more intelligence."**

**ADWEEK**

# 1.

## Approach customer insights like peeling an onion, with every layer going deeper into the drivers, motivations, and values of your customers

While you might have the data that tells you what your customers are doing, it's crucial to understand why they are doing it. That is why **Hype Innovation** says you should approach customer insights like peeling the layers of an onion.

In other words, customer insight takes your customer intelligence - made up of all the data you've collected - and delivers actionable insights and uncovers missed opportunities. Without customer insights, you cannot be a customer-centric business.

According to **Vision Critical**, "Insight is the deep understanding of customers that comes from gathering, analyzing and synthesizing customer intelligence. Insight goes beyond the "who", "what", "when" and "where" to tell us "why" customers behave as they do, guiding better business decisions and delivering results."

### HOW THREE UK PEELED THE ONION:

Three UK, a leading telecommunications and internet service provider, launched the campaign **#HolidaySpam** to showcase their new feature that allows customers to use their phones abroad at no extra cost. This campaign was born out of the knowledge that their target audience loves to brag and show off when they are on vacation.

Three analyzed the amount of mobile data usage from a test group with devices abroad and found that they used 71 times the amount of data they would have then if that service was charged at the usual roaming tariffs. Digging a little deeper, most of that data was used to share holiday photos on social media. Three embraced this finding and used it as the basis of their ads that warn people of an onslaught of holiday spam to be expected thanks to their new offer. They also appealed to the wants of their target audience by showing that those who participated in the promotion would save a collective £2.7bn on roaming charges.

**The Result: Not only did this campaign win awards for its creativity and utilization of customer insights, it also caused a 90% increase in Three's social conversation volume and sky-high brand metrics.**

**Sorry for all the holiday spam.**

Our customers are now using their phones abroad at no extra cost.

**#holidayspam**

  
Three.co.uk

Visit [stopholidayspam.com](http://stopholidayspam.com) for destinations

With Pay As You Go, you can use your allowance to call and text back home and use data in 18 destinations worldwide. Pay As You Go customers require an Add-on. See [three.co.uk/payasyougo](http://three.co.uk/payasyougo) for more.

## 2.

# Capture and unify data from all available sources to gain more accurate customer insights

As a customer-centric marketer, you are always working towards gaining a 360-degree view of your customer and their journey with your business. Start by considering what customer information is available to you. "Customer data can be collected in three ways – by directly asking customers, by indirectly tracking customers, and by appending other sources of customer data to your own. A robust business strategy needs all three," said Liam Hanham, Data Science Manager at **Workday**. The most obvious places to pull in data are from your CRM, website, and social media pages, but there are many more sources that can bring in relevant data. Generally, any system that communicates with a customer can be used as a data source, including:

- ➔ **In-store and online sales systems**
- ➔ **Web analytics tools**
- ➔ **Customer service transcripts**
- ➔ **Marketing automation tools**
- ➔ **Campaign management systems**
- ➔ **Employee experiences and opinions**
- ➔ **Social media networks**
- ➔ **Trade show data**
- ➔ **Advertising platforms**
- ➔ **Loyalty programs**
- ➔ **Legacy data systems**
- ➔ **Survey responses**
- ➔ **Forums and public discussion**

However, having this abundance of data doesn't necessarily equate to being able to extract actionable insights from it. One of the main obstacles standing in the way of a true

customer insight is the fractured customer profiles that contain both overlapping and missing data.

The key is to create single, unified customer profiles, with the help of a technology partner, so all the data is in one place. Unified data is accomplished by filling the gaps and merging all fragmented data sources into one central place. Data sets that were previously siloed will be able to communicate with each other for the first time. This type of convergence holds the potential to unlock breakthroughs that weren't previously accessible, including an unrivaled level of customer centricity.

Marketers are then able to draw on first-, second-, and third-party customer data when planning and executing personalized marketing efforts. From the customer's perspective, this means more meaningful, relevant, and timely touchpoints throughout the customer journey.



# 3.

## Collect feedback from customers as they provide important insights and valuable objective opinions

As previously mentioned, one way to collect customer data is by directly asking them. Metrics may leave out customer motivation, which means they tell only part of the customer story. To uncover insights and determine the motivations of buyers, you need to reach out and collect feedback directly from your customers. Determine how and why they buy and use your product or service. You need to determine customers' feelings in order to understand the connection between buyer and brand.

With the quantitative research that you already have, you are on the outside of the onion understanding the who, what, when, and where, but not the why. The only way to understand what a certain product, service, or brand really means to a consumer is by using qualitative research methodologies such as in-depth interviews and observation studies.

Ask questions like:

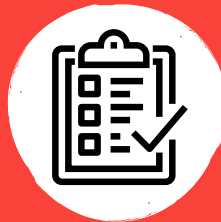
- *Who are you buying for?*
- *How do you perceive our brand?*
- *What are your favorite products?*
- *What would make you buy from us again?*
- *What could our company do to serve you better?*

The answers to these questions will provide detailed insights into consumers' wants and needs. Then ask yourself whether your sales and marketing strategy resonates with what consumers are telling you. Once you uncover what they are thinking, you can effectively strategize to acquire new prospects and keep current customers coming back.



### FOCUS GROUPS:

Focus groups are the perfect method of gaining detailed information and deep insights into the customer's relationship with your brand. Whether you conduct these focus groups in person or online, "you get real responses from real people on how they feel about your brand and why they would or wouldn't buy from you", says Business 2 Community.



### SURVEYS:

Surveys are a great way to get a lot of input from a large audience. You can even send different surveys to different target audiences to learn how each audience differs.



### ONE-TO-ONE CONTACT:

Reach out to prospects and customers in order to get to know them better on an individual level. This can be on all-hands-on-deck project where the sales teams, customer service teams, and technical support teams actively talk to customers over the phone or through email.

# 4.

## Identify a specific goal with your insights so you don't miss out on actionable information

Define metrics that align with key business objectives and measure outcomes to learn how well your customer experience efforts meet those objectives. As **Adweek** reinforces, "Ensure that any data collected is aligned with stakeholder needs."

What specifically do you want to learn about your customers? Wanting to learn new insights in general is not a goal. Your starting point needs to be much more specific if you want to be able to take action. Is what you are researching amongst customers going to be valuable? Alongside knowing what you want to learn about your customer, you also need to know why (similar to peeling the layers of an onion as we discuss in Tip 1).

To exemplify, let's take a look at a retailer that has both an ecommerce store and brick-and-mortar stores. Maybe this retailer is exceeding expectations for their online store in the US, but in Europe the online sales are on the decline. Why do consumers in the European region prefer to buy in-store rather than online? Your goal is to understand why this specific group is behaving this way by examining the differences between the in-store and online experience in the European branches.

But it's not enough to just identify a goal, you need to measure the outcomes too – to understand what's working and what isn't. Your data tells unique stories and, in order to not miss out on actionable information, you need to be consistent in the way it's presented. Data dashboards allow decision-makers to view key figures in a variety of ways, for example by marketing channel, campaign, content, region, or business area. Displaying KPIs based on your objectives will stand as quantifiable measurements of each specific goal. This enables the entire company to keep track of the numbers, never lose sight of the common goal, and uncover previously missed opportunities.



# 5.

## Map the customer journey to delve into a cross-channel view of customer experiences and insights

Customer journey mapping helps you to gather information about the customer experience and, as a result, find customer insights. "Put simply, it is a method for assessing, visualizing and mastering customer experiences. It helps you view a product or service system from the customer's perspective, allowing you to identify opportunities for improvement and innovation," as **Hype Innovation** states. Customer journey mapping can help you achieve breakthrough insights.

The customer journey includes all the touchpoints and activities a customer goes through when interacting with your brand – it starts long before your customer actually buys your product or service and doesn't end when the purchase is completed.

Now for the tricky part. Customer journey maps come in all shapes and sizes, there is no one right way to craft them. Depending on the goals you have established (see Tip 4), you can use a large customer group or a very specific buyer persona. Similarly, you can analyze a specific situation (e.g. the journey on social media with your brand) or the entire journey with your company that covers all touchpoints from start to finish.

For every stage of the journey, you can examine:

- ➔ **Customer needs and objectives**
- ➔ **Touchpoints that play a role**
- ➔ **The experience of these touchpoints**
- ➔ **Your goals**
- ➔ **What you want to communicate**
- ➔ **How brand values are expressed**
- ➔ **Customer emotions**

When wanting to arrive at a valuable insight, the last one on that list, customer emotions, is particularly important. "Every action your customer takes is motivated by an emotion. And your customer's emotions will change depending on which part of their journey they're at," says **HubSpot**. The emotional driver behind your customer's action is rooted in a pain point or a problem. Identifying and understanding these will help you uncover customer insights and move towards a seamless customer journey.



**PRODUCT AWARENESS**



**STORE VISIT**



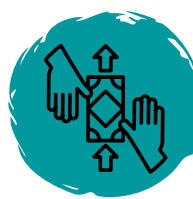
**PRODUCT SATISFACTION**



**PRODUCT ADVOCACY**



**PRODUCT RESEARCH**



**PRODUCT PURCHASE**



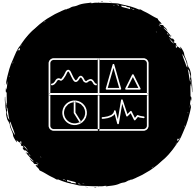
**PRODUCT LOYALTY**



# Conclusion:

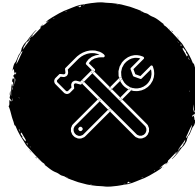
Embedding insights in decision making helps foster a customer-centric strategy. However, customer insights are not always easy to gather because of their emotional nature. You need to collaborate with the consumer and deepen the relationship with them in order to find out what their motivations are.

While the tips we discussed will help you move towards actionable customer insights, it's important to have a good framework from which to start. There are **four key components** to gaining an actionable customer insight:



## ONE:

Full access to clean, reliable (and complete) data.



## TWO:

The right tools to analyze the data.



## THREE:

The skills to be able to interpret the data.



## FOUR:

The right technology to be able to act on the insights.

Mapp Intelligence, Powered by Webtrekk, can help you with all four fundamentals so that you can put your data to work by deriving actionable customer insights and getting to know your customers inside and out in order to provide them with a superior experience.

## About Mapp Cloud, Powered by Webtrekk

Marketers should be able to focus on what will make a difference for their business, instead of spending all their time taming the technology behind it. Mapp Cloud, powered by Webtrekk, allows for the fastest time from data to insights to action through real-time, comprehensive customer profiles that fuel cross-channel engagement. Companies can draw from unified data, insightful dashboards, and AI-generated customer intelligence to establish a sustainable competitive advantage and a long-term customer loyalty.

Ready to see Mapp in action? **Request a demo** that's customized to your business.

