

CUSTOMER EXPERIENCE PARTNERS

Wowing or 'Dissing' Customers



“Congratulations! Welcome to our brand family.” It sounds like a very nice thought and a component of the personalized experience today’s marketers accept as necessary to build stronger relationships with customers and WOW them. But before a brand attempts to put such a program in place, there are some very important requirements – the brand needs to do its ‘homework’.

Even the paper stock is part of the message

We bought a Jeep recently and received just such a “Welcome to the brand family” letter from the SVP-Quality at Chrysler (which owns Jeep). It was personalized, well written, and on a nice quality (watermarked) paper stock. The letter explained how Jeep wanted to “exceed our expectations” as owners and offered both a website and a phone number we could use to ask for assistance.

Ignore History at Your Peril

It was all very nice — except for one problem. Nobody at Jeep had apparently taken the time to check their customer database. It’s nice to be welcomed, but the introductory message was a bit off-putting since this new vehicle is the fifth Jeep that we’ve purchased over the past 18 years! Does Jeep set such a high standard that one isn’t considered a true member of the ‘Jeep family’ until some more extensive number of vehicles is purchased? Is this another example of the problems arising from siloed data? Or, did a new marketing team at Jeep simply decide to ignore past history and begin afresh?

You might say we were expecting too much data mining, but recognize that our two most recent Jeep purchases came from the same dealership and that our last three Jeeps have been titled to the exact same address. Further recognize that over our 18 years as Jeep owners we have received dozens (probably hundreds) of pieces of mail from Jeep/Chrysler.

Do It Right - Or Don't Bother

Yes, as experience strategists we’re guilty of looking at the circumstances a bit more critically than Jeep’s average customer. But even the most layman-like owner couldn’t help but feel a bit overlooked by the tone of the message. Jeep would have been better served to have either recognized our loyalty to the brand, or if they couldn’t determine prior ownership with confidence, gone with a simple “Thank You” letter. Ironically, in our purchase we were offered a returning buyer discount – so, somewhere at Jeep our loyalty is recognized.

Managing the *total customer experience* and setting the right priorities to optimize their impact involves some difficult choices. **Customer Experience Partners** can help you review your outreach to your customers through experience blueprinting and optimization models— helping you improve retention and increase positive word of mouth about your product or service.

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