

Solving for the Customer in Crisis through Recovery

Rapid Customer Insights Assessment & Experience Design Adaptation

April 2020

In the current economic landscape, customer sentiment and behavior are changing faster than ever. From changing behavior due to social distancing to paranoia buying and hoarding, it is important for companies to look beyond the impact these changes have had to sales patterns and understand how to identify and meet true customer needs. What can companies do right now to make an impact in today's challenging business environment?

Jabian's robust Customer Experience methodology can help organizations enhance or redefine their customer experience strategy, capabilities, and activities. We've taken that methodology and identified the five key things every company should do right now to assess where their customer experience can be improved.

1.

VOICE OF THE CUSTOMER

Be creative with the customer data that you have on hand to develop an updated voice of the customer. Engage your front-line team members to understand what they are hearing from customers and what challenges they are constantly trying to solve. This is an ideal opportunity to bring together cross-functional teams to ensure that you are delivering on your brand promise. If your supply chain is facing challenges that prevent you from meeting your brand promise, use your learnings from voice of the customer to learn how to share that message. Think of new things that you can do. Increase impact by pairing transactional data and trend research with your updated understanding of customers.

2.

CUSTOMER SEGMENTATION

Determine if your strategy and methodology for customer segmentation is appropriate and aligned to match your business needs and goals. Is your organization utilizing behavioral segmentation or firmographics? Do you need to develop light customer archetypes to address changing needs? Are you providing different service levels to customers based on segment and value? Do you know which segments are most loyal? Not all customers pay premiums for services your company may offer as value-add. Incorrect segmentation can lead to reduced margins, lost sales, and even unprofitable customers. This can happen faster and at a greater magnitude in the current economic landscape.

3.

CUSTOMER JOURNEY

Review and understand the critical interactions, or Moments that Matter and Moments of Truth, from your customer journeys. Quickly removing hurdles for customers positions your brand as responsive and can make customers feel listened to, supported, and cared for—especially in difficult situations. Staying close to and front-of-mind for your most valuable customers can help those relationships thrive. Any learnings from those customers can be applied to other customers to maximize overall customer lifetime value.

4.

IDEATION

There is no silver bullet to solving the challenges that you and your customers are facing, so ideate on numerous possible solutions. Don't limit yourself by setting constraints up front. Foster an environment of creativity; promote and incentivize innovation. Bring cross-functional teams together again to think through how you can come together as an organization and design experiences that meet and exceed those customer needs. Dedicate time and resources to this, and remember that victory will come in the form of quantity or quality.

5.

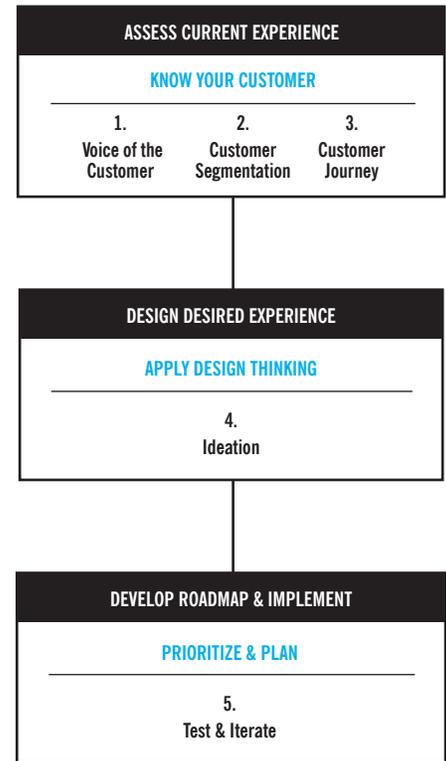
TEST & ITERATE

Take what you've learned from the previous phases, test it, and act now. There isn't enough runway to develop the perfect solution before moving forward. Nor is there enough flexibility to sit back and wait for things to go back to how they used to be. Trust in your teams and place bets on the activities that they have discerned will bring the most value to the organization and your customers. Implement the ideas that appeal to a broader audience to maximize the benefits. Continue to learn, test, iterate, adapt, and evolve to quickly address those changing customer needs and behaviors.

By focusing on these five areas first, you can quickly gain an understanding of the gaps and opportunities in your customer experience. For more details, see part two—our toolbox of ideas for experience design activities amidst the crises through recovery.

To learn more about Jabian's Customer Experience methodology and how to navigate this crisis, visit jabian.com.

THE 5 KEYS TO RAPID CUSTOMER ASSESSMENT



ABOUT JABIAN

Jabian Consulting is a strategic management and technology consulting firm with an integrated approach to creating and implementing strategies, enhancing business processes, developing human capital, and better aligning technology — ultimately helping clients become more competitive and profitable. Jabian blends functional expertise, industry knowledge, and senior experience to think strategically and act practically. It's a Strategy That Works®.

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