Customer Experience Strategy

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Customer Experience Strategy

**Current Customer Experience Strategy**

Currently, Natural Energy’s primary form of marketing is posting sale promotions on social media. The company is not developing much brand engagement to communicate with the customers the value proposition and brand promise of Natural Energy. The value proposition is to provide an energy drink that uses natural ingredients and boosts energy. The brand promise is to be a healthier alternative compared to other energy drinks while still providing an energy boost. Some customers are complaining that the drink is not natural enough and does not provide a big enough boost in energy. This shows that Natural Energy’s current customer experience strategy of focusing its marketing efforts on sale promotions is not aligning with its brand promise and value proposition.

**Three Areas to Improve**

The first area that needs improvement is what the marketing efforts focus on. Instead of focusing on sale promotions the marketing team should be making advertisements that show the natural ingredients that the drink uses and how they are healthier alternatives compared to what the competition is using. A picture of a plant next to a powder that was created in a lab can be a very powerful picture that sticks in a customer’s mind when they are making a purchase decision at the store. This aligns with the brand values because it puts the main appeal that differentiates the drink at the forefront of the advertising campaign. This also would address the customer complaints of the drink not being natural enough because it will show the customer exactly how the drink uses natural ingredients instead of cheaper artificial alternatives.

The second area that needs to be improved is communication with customers. Instead of just using a complaint phone number the customer service team should be responding to customers directly on social media. This does two things, first it directly addresses the customer's complaint, which could be something like a problem using a sale promo code. This makes customers feel like they are being heard and their complaints are being addressed. A phone number that no one notices on the can is insufficient to address customer complaints about how social media has evolved the marketing landscape. The second thing that responding directly to customer complaints on social media does is make customers feel more connected to the brand and could answer another customer with the same question. Instead of being an entity that customers feel no connection to, it gives the brand personality and makes it seem more human. Since the customer service phone number does not get many customer complaints using social media will allow the customer service department to better understand the issues that customers are having. This is because customers are much more likely to make a post on social media compared to calling a phone number they don’t know exists. Responding to complaints on social media can also allow Natural Energy to explain how their drink uses natural ingredients. This would both help promote brand values as well as address customer complaints.

The third area that needs to be improved is how Natural Energy advertises that the drink provides a good energy boost. The best way to do this would be to use brand advocates on social media. The ideal brand advocate would be an athlete or someone who promotes healthy lifestyles. This is because they are some of the main target audiences of a natural energy drink. If a person sees someone, they look up to saying that Natural Energy provides a good energy boost it can make it so the customers also think it’s a good energy boost. The mind is powerful and if a person believes the energy boost will be big then the energy boost can be perceived as more powerful. This can also work in the opposite way, which is perhaps why customers are complaining that the energy boost is not strong enough, in turn influencing more people to think the energy boost is not strong. This addresses the customer complaint about Natural Energy not being strong enough as well as promoting the brand value of being a good natural energy boost.

**Customer-Advocate Strategy Benefits**

There are many benefits to using a customer-advocate strategy. The first is that it can become a cheap and very successful form of advertising. Getting a big influencer within Natural Energy’s target audience to drink Natural Energy in their posts can create a huge amount of buzz around Natural Energy. This can result in a massive increase in sales just from gifting an influencer a free case of Natural Energy and maybe a small payment for a couple of promoted posts. Another benefit is that customer advocates can get more accurate feedback from their community on how they like the product. This can give Natural Energy more information than they will receive due to people being more likely to share information with an influencer they like versus the company itself. A third benefit is that more influencers may start to reach out to be advocates themselves which can result in even cheaper advertising. Some may even just buy a can themselves and make a post without even asking for payment from the company if there is enough buzz around the drink. Natural Energy can even create advocate links where if a customer purchases through that link, then the influencer gets a small percentage of that sale. This will impel the influencers to try as hard as they can to get their audience to purchase Natural Energy.