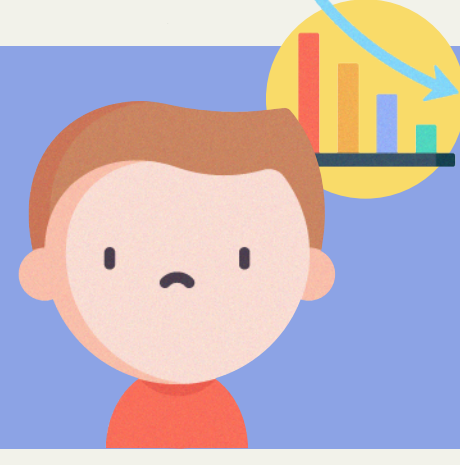


WHAT CUSTOMERS WANT

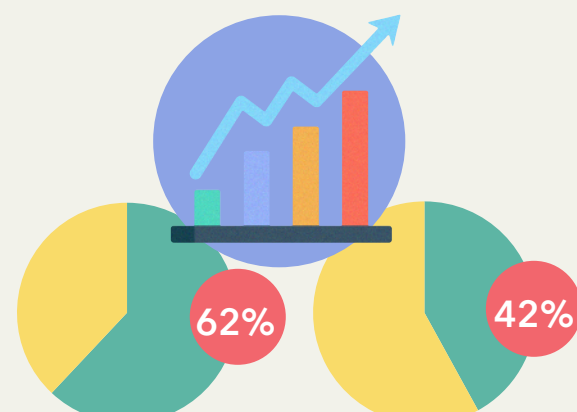
From Your Communications



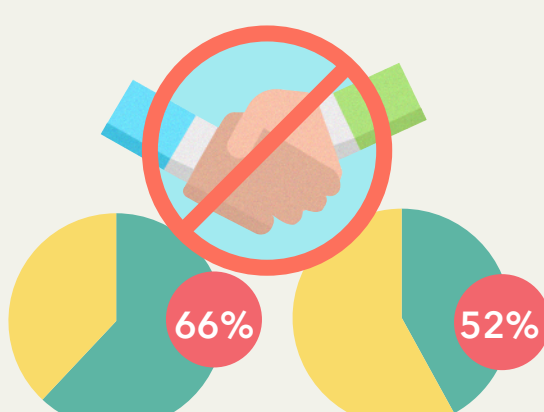
Customers put greater emphasis on customer experience and communications than ever before. Prime products are no longer enough. You need to make sure you're connecting with your customers in a meaningful way, leaving them satisfied with their brand interactions.



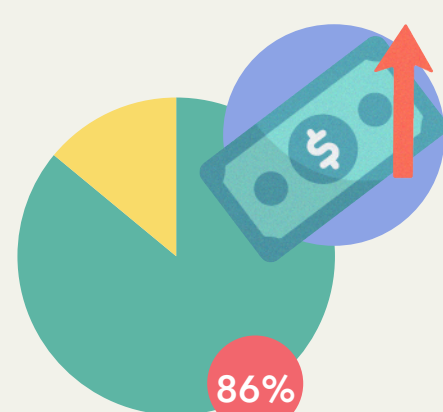
A poor customer experience can prove disastrous for your sales.



After a good experience, 62% of B2B customers and 42% B2C customers purchase more.



After a bad experience, 66% of B2B customers and 52% of B2C customers stop making purchases.



86% of shoppers will pay more for a good customer experience.

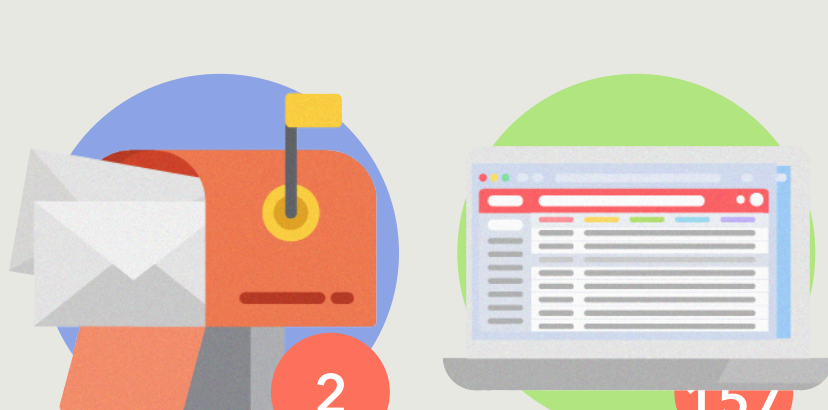


CUSTOMERS ARE LOOKING FOR A FEW KEY ELEMENTS IN THEIR INTERACTIONS

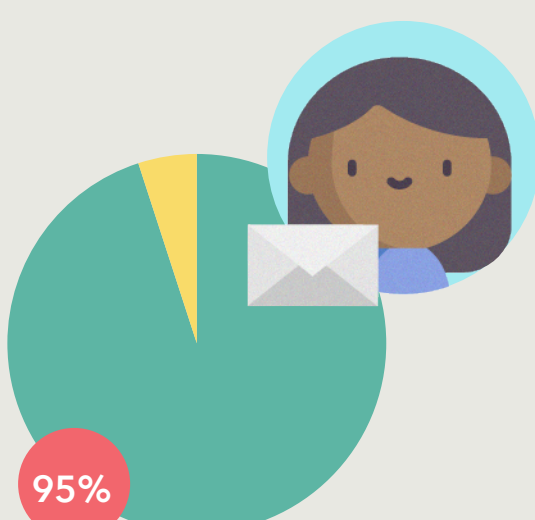
Tactile Experiences



Direct mail can outperform email, offering recipients a more direct and tactile experience.



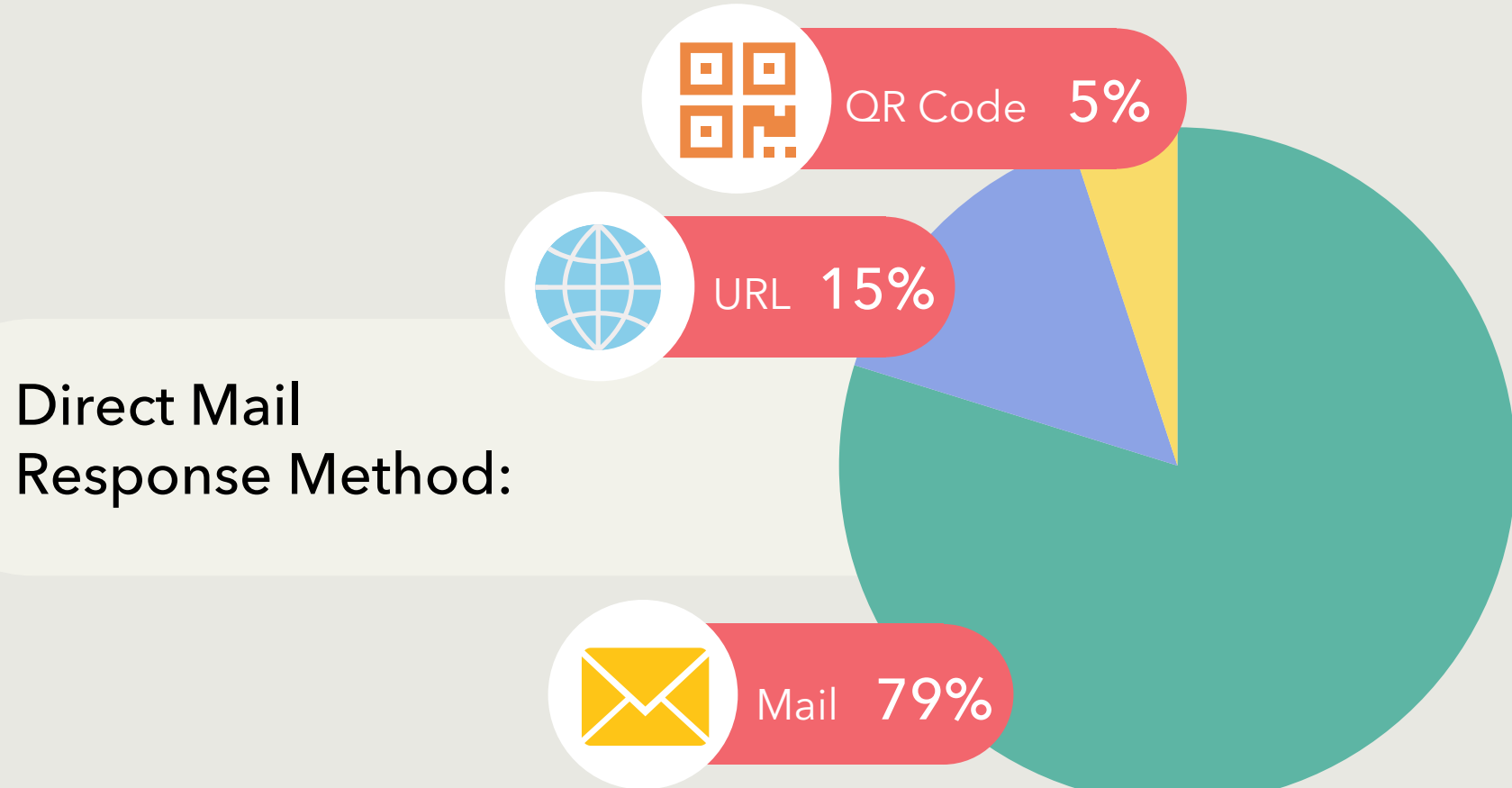
The average household gets just 2 pieces of direct mail a day, compared to 157 emails.



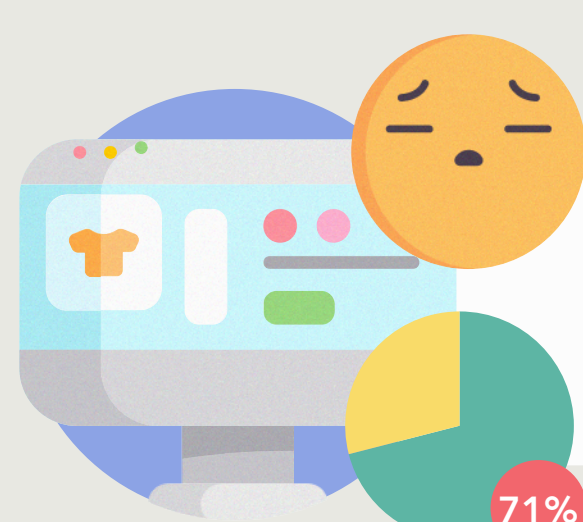
95% of adults between 18 and 29 report positive associations with personal mail.



Direct mail responses are higher than digital responses, even when these are an option.

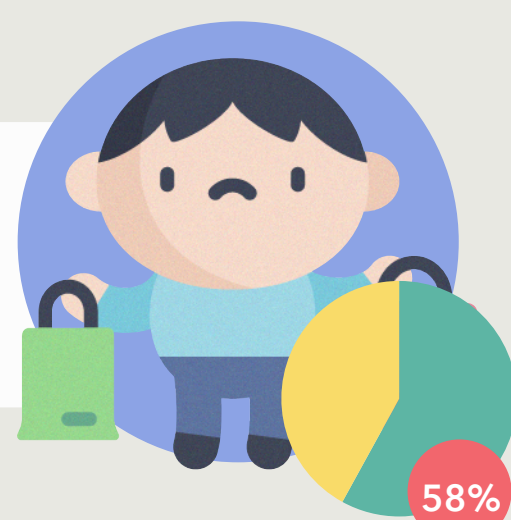


Personalization



71% of shoppers are frustrated with the impersonal nature of their shopping experiences.

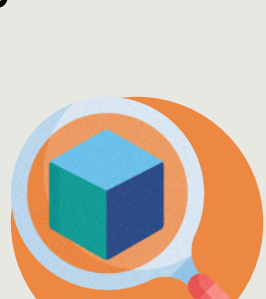
58% of customers report that communications were not personalized either frequently or very frequently.



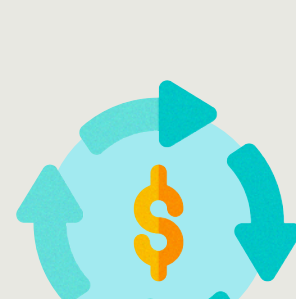
Customize your communications with:



The customer's name



Products and services relevant to their needs



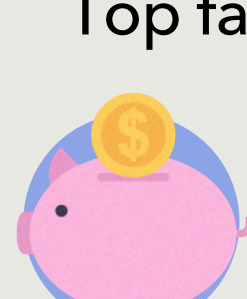
Details that are appropriate to their stage in the buying cycle

Differentiation

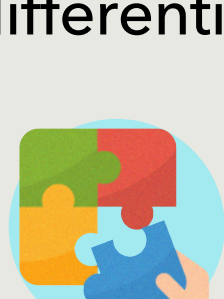


By 2020, customer experience will be the key brand differentiator, proving more important than both price and product.

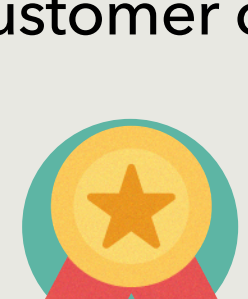
Top factors for differentiation in customer communications



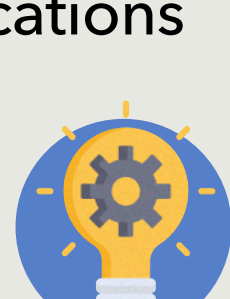
Offering ways to save money



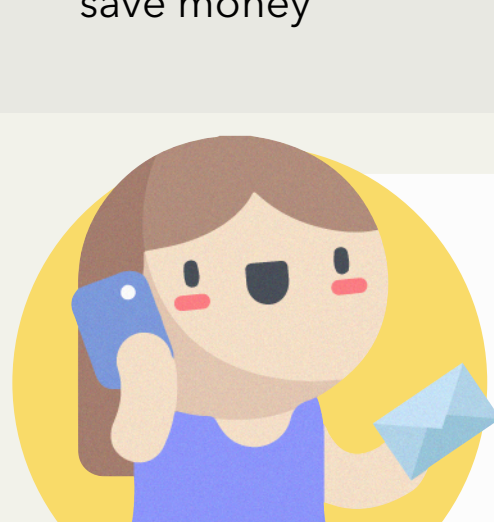
Proactively offering solutions



Rewarding loyalty



Driving innovative solutions



Reach out to your customers with valuable, personalized communications to make the best possible impression. Make proactive connections, solving their problems and answering questions before they have a chance to ask. The right communications now can solidify your brand loyalty well into the future.

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Resources:

<https://www.marketingcharts.com/digital-28628>

https://www.northridgegroup.com/images/files/file/The%20State%20of%20Customer%20Service%20Experience%202018.pdf?submissionGuid=8ec158f4-d01d-43d6-b047-2117b67feaaa&__hstc=73417485.9ce074ce5b427cef553575e72f83c703.1549208338531.1549208338531.1&__hssc=73417485.1.1549208338531&__hsfp=806667876

<http://grow.segment.com/Segment-2017-Personalization-Report.pdf>

<https://www.lucidpress.com/blog/5-best-practices-highly-effective-direct-mail-marketing-campaigns>

<https://www.uspsdelivers.com/millennials-and-mail-5-myths-and-the-truth-behind-them/>

<https://www.usps.com/business/promotions/direct-mail-brochure.pdf>

<https://www.superoffice.com/blog/customer-experience-statistics/>