

A young woman with long, wavy brown hair is smiling and looking down at her black smartphone. She is wearing a white blazer and a gold necklace. She is holding several colorful shopping bags (yellow, pink, and red) in front of her. The background is a blurred outdoor setting.

**The guide to customer experience:
get 86% to pay you MORE.**

Picture this...

It's a cold, winter day.

You step into a well-lit retailer. Remove your coat. Now, look around. Every shelf holds a handcrafted bag. Beautiful mannikins beckon, begging you to purchase.

This is Louis Vuitton.

Luxury seeps from every square foot.

And you're a part of it, the moment you walk in.

It's what marketers want. We all crave impact: retailers, consumer brands and restaurants alike. Your customer experience should be so amazing, a purchase is just the next, natural next step.

So, how is your brand doing?

Find out.

This guide will dig into the details, share research and help you achieve a distinct brand lift.

Here we go.



The 4 Ps.

We'll start with the 4 Ps.

Product, placement, price, and promotion: all impact customer experience.

That's why they lie at the foundation of marketing. It's straightforward. You put the right product in the right place at the right time – and people will buy it.

Market research fits neatly into these four buckets as well.

When the customer experience comes into question, the 4 Ps are the first places to find and scoop out improvements.



Product.

Let's get into product.

Go back to the store.

What do you recall? That Louis Vuitton's was a handcrafted, designer purse.

That's what consumers remember too.

Perception is everything. Product details dramatically enhance a consumer's emotional connection. Luxury brands know this, and embrace it from all angles.

Every nuance counts.

From the product – to the package it's placed in.

This is where brands like Louis Vuitton dig in deep to create an outstanding customer experience.

They put in the time to target our feelings of self-worth, and status.

The result?

These brands can charge more.



Price.

Next, we'll look at price.

86% of buyers will pay you more for a better experience.

Okay, so here's how to use that stat. Take your price and product – and tie it directly to an experience they want.

Align your price to what consumers expect (hint: use research). Here's why. When you do it right, your price actually plays into the luxury experience.

Consumers are motivated by self-worth and acceptance. So, give them a product in a high-priced "luxury" category, and you reinforce those feelings.

Voila.

Perception is back in play. And here are 3 more ways to impact it:

- 1. Connect with what consumers value.**
- 2. Show why your product meets their requirements.**
- 3. Enlist advertising that builds feelings of self-worth and status.**

Research Tips:

Emotion is what drives purchasing behaviors. By catching them at the point-of-purchase, you also capture consumers' emotions.

You can do this by sending a survey to consumers when they're on your app, site, or at your location – ready to make a purchase.



Placement.

Here's why placement is everything.

Maybe you've heard of: "location, location, location."

It's true. The location you select is essential to your success. The saying holds true whether you're selling a product, have a restaurant, or you sell online.

Placement should create an impact in these 3 areas:

1. Speed.
2. Convenience.
3. Noticeability.

Why?

~80% say speed and service are the most important elements of a positive customer experience. Here's a tip.

Research Tip:

Verify that people went to your app, saw your site, or visited your location.

If you have a market research app, you can use GPS to survey right as a panelist shops an app, site or any location – to get real-time feedback from consumers.



Promotion.

Promotion is essential.

65% of consumers prefer a good experience to a great ad.

Don't waste money. If your CX needs a little work, start there. You don't want to get caught spending millions in ads, only to fail in customer experience.

Spend wisely.

Promotion has a high emotional response. So, ask yourself a few questions to gauge your stance.

1. Have you tested your ads on consumers?
2. Is the messaging you use in your ads motivating?
3. Do the colors you use resonate with your target audience?
4. How does your homepage and packaging make consumers feel?

If you can gain \$775 million¹ across three years, by improving customer experience, then these are questions that are worth answering. Take the time; do a little digging. And remember, research is your key to success.

Research Tip:

Find out ahead of time if your ads resonate. It's less expensive than abandoning a multi-million-dollar ad campaign. When you're ready to research, be sure you're getting a true representation of your target market.

You can get a 95% completion rate for your survey, with a 50% response rate in 24 hours. Get data that is fast, representative, in-the-moment, and validated.

About MFour.

MFour introduced the mobile app, Surveys On The Go® (SOTG) in 2011—building the nation’s largest, highest-rated consumer behavior and survey panel. SOTG now tracks more than 10 million daily App + Web and Brick + Mortar journeys.

MFour is the only insights firm to combine data with surveys, giving clients an omnichannel view of the “where, when and why” behind shopping behavior. To learn more, visit: www.mfour.com.

References:

1. <https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf>

