

CUSTOMER-CENTRIC MARKETING WITH A HUMAN TOUCH

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Are you facing a rut when it comes to establishing a personal connection with your customers? For a fact that many businesses have transformed their business model to establish a digital presence due to Covid-19, it is crucial to continue a personal relationship with customers in order to capture their loyalty. Here's what consumers are saying:



feel that companies have lost touch with the human element of customer experience.



are more likely to purchase from a brand who recognises them by their name or recommends options based on past purchases.



will pay more for a better customer experience, and customer experience will overtake price and product as key brand differentiators.



HOW YOU CAN EMBARK ON CUSTOMER-CENTRIC MARKETING TO RETAIN LOYAL CUSTOMERS

One of the very first few things you could start on is practising Empathy Marketing. Empathy marketing is seeing through your customers' eyes. It is imperative for your business to have a deep understanding of who your customers are, what motivates them, and what challenges they face. From there, you would have a better understanding on how exactly to cater to their needs, essentially serving your customers with more accuracy and differentiating yourself from competitors.



How to Incorporate Empathy Marketing

CAPTURE EVERYDAY LIFE

Craft out a customer journey map to uncover pain points. This helps to illustrate the emotions and vulnerabilities that go behind the decisions they make throughout the day. Use the insights you found to offer valuable solutions to make your customers' lives better.



LISTEN CLOSELY TO YOUR CUSTOMERS

It is crucial to listen empathetically for cues and motivations behind your customers' responses. When customers know that you are able to pinpoint why they feel a certain way and provide solutions, it makes them feel seen, thus increasing trust and loyalty.



HUMANISE YOUR DIGITAL TOUCHPOINTS

Humanise your brand by keeping your communications human and personal. Being too professional and to the point can come across as impersonal and cold. Also, consider blogging regularly and through relevant content, your customers will start relying on you as a trustable source of information.



Check out how big companies like IKEA, Nike, and Dove are incorporating Empathy Marketing into their marketing campaigns: <https://www.instagram.com/p/CYp4YGkJIRY/>



CONVERSATIONAL MARKETING: GOING BEYOND CHATBOTS WHEN DELIVERING CUSTOMER-CENTRIC EXPERIENCES

Automated chatbots driven by artificial intelligence is a common feature you see on many websites today. But in 2022, conversational marketing does not just mean chatbots. In fact, you may often find chatbots to be quite limited in use when the help you require extends beyond its fixed library of automated responses. According to HubSpot, 66% of consumers will feel more confident about purchases when a brand is available and active on a messaging app, and 55% will feel more connected to the brand.

Why you should integrate Conversational Marketing into your Digital Marketing Strategy



BUILD TRUST AND RAPPORT WITH YOUR CUSTOMERS

Very often, the first point of complaint customers go to is through direct message in hopes of getting a quick response and solution to their problem. This is a pivotal moment that could either make or break the relationship you have with your customer.



IT'S CONVENIENT FOR BOTH YOU AND YOUR CUSTOMERS

Asynchronous types of messaging allows customers to pick up where they left off in your conversation with them, at any time to their convenience. You would also be able to understand the context of the conversation and avoid repeating information that has already been transmitted to your customers.

Interested to find out more on how you can implement Conversational Marketing? Read the full blog here: <https://www.vktransformation.com/post/how-to-go-beyond-chatbots-for-conversational-marketing-when-delivering-customer-centric-experiences>



ALL ABOUT PERSONALISATION

Personalisation is critical for engaging with your consumers in a more human way, and this is imperative to capture the attention of your customers. Due to the sheer amount of content that is available at our fingertips, consumers today are prone to ignoring messages that are not relevant to them. Therefore, you would have to earn their consciousness with exceptional experiences and rich mobile engagements.

Personalisation Tips for Excellent Customer Experience



LEVERAGE ON CUSTOMER DATA

Make use of customer data to generate personalised suggestions in order to make your customers feel valued.



CONDUCT MICRO-SEGMENTATION

Leverage on customer data to increase the level of specificity when targeting your customers.



OFFER MULTIPLE CUSTOMER SERVICE CHANNELS

Implementing multiple ways to get in touch imparts a sense of personalisation as you allow customers to contact you in whichever channel they prefer.

Capture and Retain Loyal Customers Through Customer-Centric Marketing with Personalisation and a Human Touch

Though it sounds easy, empathy is a skill that takes time to learn and develop. You may consider VK Transformation's Business Model and Brand & Marketing Strategic Transformation Programmes to get started on empathy marketing. Here at VKT, we have trained and helped our clients to develop customer personas and journey maps to gain a better understanding of their customers. Though tedious and intensive, our clients have found our Programmes to be transformative, inspiring, and fruitful.

With our experienced EDG Certified Consultant, VKT boasts a proven track record in achieving a high EDG application success rate with up to **80% funding**. This maximum support level of up to 80% for the Enterprise Development Grant is valid till **31 March 2022** for Singapore companies. So, wait no longer and contact us now to start your empathetic journey today!

FOR MORE DETAILS, CONTACT US TODAY

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