

Fragmented Brand Ownership is Negatively Impacting Customer Experience

It is crucial for organizations to build a cohesive brand ownership with consistent, valuable brand representation from pre- to post-sales. Why? Because fragmented brand ownership is damaging your customer experience (CX).

Without strong communication and collaboration between departments, core brand equities like key selling points, distinctive visual differentiators, and overarching brand voice can end up getting lost in the silos.

From messaging to visual representation to customer communications, the key to phenomenal customer experience is consistent value.

Ensuring marketing, sales, success, support, and product teams are aligned and mutually responsible for brand ownership can build a customer experience that improves revenue, builds deeper loyalty, and contributes to better products.

In fact, strengthening the customer experience can increase win rates up to 40%, reduce customer service costs by half, and reduce churn up to 15%¹.

Why Should Branding be Cohesive

An excellent customer experience relies on consistent messaging and action from all departments within your organization.

Cohesiveness across the business can lead to improvements in revenue, acts of advocacy, retention, reputation and reviews.



<p>1</p> <p>Sales and Revenue</p> <p>The sales phase of the customer lifecycle needs to set realistic expectations for customers and ensure that the product or solution is a good fit – helping to avoid ‘bad fit’ churn later on.</p> <p>To help bolster their efforts, sales teams must be painstakingly educated on key business differentiators and messaging as well as existing customer accounts that are thriving.</p> <p>The ability to communicate key accounts, expectations, and thorough customer understanding between sales, marketing and success is essential to ensure the customer experience is as effective as possible.</p>	<p>Why is it important?</p> <p>Because customer-centric companies are 60% more profitable than companies that aren't³.</p>	<p>2</p> <p>Marketing and Advocacy Action</p> <p>Your marketing team must ensure that their messaging coincides not only with what sales are selling, but what the product can potentially do. Building awareness that drives SQLs is crucial.</p> <p>Though marketing is traditionally a pre-sales segment of the customer lifecycle, its post-sales impact is also incredibly important.</p> <p>Customer marketing too needs to align with the overall brand messaging to ensure that current customers find intrinsic value that encourages them to act as advocates for your brand.</p>	<p>Why is it important?</p> <p>Because 92% of B2B customers are more inclined to buy after reading trusted customer reviews².</p>
<p>3</p> <p>Success and Retention</p> <p>Customer retention is vital to the success of any business model but with generally overwhelmed success teams unable to offer one-to-many service to their accounts, alignment with other departments is essential.</p> <p>An accurate and complete view of the customers success teams are serving can improve the customer experience by expediting the time-to-value (TTV) and improving retention rates exponentially.</p> <p>The faster the TTV, the less likely a customer is to churn, helping to achieve better retention rates and impacting overall company revenue.</p>	<p>Why is it important?</p> <p>A 5% increase in retention can increase revenue by up to 95%⁴.</p>	<p>4</p> <p>Support and Brand reputation</p> <p>Your customer experience and brand reputation rely heavily on the competency of your support team yet, many support teams remain overwhelmed and isolated.</p> <p>Looping the support department into the core brand equities and ensuring</p> <p>American shoppers share their positive CX experiences with others and refer the company/brand to almost 11 people.</p>	<p>Why is it important?</p> <p>Because more than 50%⁵ of customers say that they have stopped doing business with a company due to poor customer service.</p>
<p>5</p> <p>PRODUCT/ feedback + reviews</p> <p>Your customers review your product or service regardless of whether you offer them a space to do so.</p> <p>Without building a dedicated space for feedback and ideation to permeate the walls of your organization, your product team will be building a product for a non-fit market.</p> <p>Product teams should have the same access and insight into customer needs as Success does, as without that, there is no shared understanding.</p>	<p>Why is it important?</p> <p>Because 81%⁶ of customers will recommend companies that actively ask and encourage customers to give product feedback.</p>		

Resources

- 1 <https://www.smartkarrot.com/resources/blog/customer-attribution/>
- 2 <https://learn.g2.com/consumer-reviews>
- 3 <https://blog.hubspot.com/service/customer-experience-trends#:~:text=to%20for%202022.-,Customer%20Experience%20Statistics,than%20companies%20that%20a ren't>
- 4 <https://www.forbes.com/sites/davelavinsky/2014/01/20/pareto-principle-how-to-use-it-to-dramatically-grow-your-business/?sh=404fe3fe3901>
- 5 <https://blog.vanillaforums.com/support-5-major-benefits-of-a-b2b-customer-self-service-portal>
- 6 <https://blog.vanillaforums.com/community-feedback-importance>