

# THE MOST VALUABLE CURRENCY? LOYALTY.

In times of crisis, loyal customers are twice as valuable. So the question is, how can you interact and connect with your customers even when the face of physical touchpoints is rapidly changing and the possibilities for creative customer journeys are growing from one day to the next?

**How can you understand** your customers' needs as well as strengthen and deepen your relationship in order to build loyalty and secure long-term revenues?

Glad you asked – we've gathered some insight on how to do exactly that!



# KNOW YOUR AUDIENCE, BEFORE YOU SPEAK.

Before you start creating measures in order to reach your customers, you should have a clear understanding of what your customers need.

Here, **Advanced Analytics** can help you to specifically address the person at the right time with the right action by analyzing channels, product affinities and shopping behavior. In addition, buying propensity and customer value can help you to either continue gaining revenue or build loyalty for future business.



# WORK INCLUSIVELY, BOOST LOYALTY.

The ideation and development of digitally advanced and customer-centric journeys is the foundation for sustainable business success and satisfying customer experiences. But since customer journeys are changing rapidly these days, acting quickly is crucial.

We believe that the rapid change in customer's behavior must be met with an equally rapid change of perspective from the business side. Therefore it is imperative to develop effective and smart relationships that last during the pandemic and beyond. Apart from just being on top of all technological possibilities and changes, this means pushing an agenda that is absolutely customer-centric increasing overall satisfaction and loyalty.





## **BUILD A 24/7 CUSTOMER SERVICE – BOT BY BOT.**

Especially in the B2C sector, service hotlines are currently heavily burdened by handling cancellations and changes in bookings.

The implementation of **Chatbots** operating with **Artificial Intelligence** can not only relieve your employees from handling reoccurring standard requests but help them to manage current peaks and let them **focus on building real and valuable customer relations** instead.

# MAKE THE NEW NORMAL WORK FOR YOU.

The suggestions and insights mentioned above are straight forward ways on how to sustain and strengthen customer relationships during **The New Normal**.

When implementing the respective measures however, it is equally important to have a **partner by your side** that guarantees the effectiveness of the measures with expertise and best practices.

WE AT MHP have a strong track record in designing loyalty strategies and building sustainable customer loyalty programs that create customer relations, which outlast even challenging times.

Equally, we support you in implementing short-term effective measures to boost customer interaction and loyalty to bridge the gap until the New Normal will become the actual normal.

If you are eager to boost customer loyalty, revenues and business efficiency, do not hesitate to contact us to run your free of charge audit with our experts!

