



The Enterprise Class
Guidance and Engagement Platform

Key Insight

7 Tips to Drive Customer From *Like* to *LOVE* their Online Experience

By WalkMe



Your customers really like your company.

But we want our customers to love us.

How can we make this leap from like to love?

The answer is- by providing magnificent online experiences.

Creating a positive customer experience can mean the difference between preserving and strengthening your relationship with the customer, or losing business. According to Lynn Hunsaker of ClearAction, most people that decide not to go back to a certain product or service do so because of their dissatisfaction with a process, policy, skill or motivation. Companies like Proctor & Gamble rely on every one of their 100,000-plus employees to continually develop ways to innovate their customer experience.

The online customer experience has become increasingly valued. Developing a unique, online customer experience, tailored to the individual, will not only draw in consumers, but keep existing customers coming back for more.

1. Offer WOW Experiences that Create Buzz and Excitement

Customers may purchase a product or service, but the outcome of this purchase is what really matters. In order to provide an outstanding customer experience, it is crucial to understand what exactly the customers are hoping to achieve with their purchase and what they value in their online experience.

Forrester Research analyst, Kate Leggett, notes that, “customers are dictating the way service needs to be delivered, and organizations face new threats from new competitors and new modes of competition.”

Create an experience that exceeds the expectations of the customer. A WOW experience will create buzz as well.

2. Ensure All Relevant Information is Easily Accessibly

Ensure your website contains any information the customer might need and that the contact details across different platforms is easily accessible.

3. Utilize Social Media to Individualize and Enhance the Customer Experience

In a world dominated by Facebook, Twitter and Google+, businesses can utilize the information provided by social media to individualize and enhance the customer experience.

While traditionally, a user profile may include name, address, contact information and birth date, social media data holds information such as friends, interests, likes and dislikes, and locations visited.

I recommend using social logins. Social login allows websites to bridge between social media and the rest of the web.

4. Enhance Your Mobile Platform for Ease of Use

In 2013, [eMarketer found that 19.4% of an individual's time per day was spent on mobile devices](#), exceeding that of desktop usage. Research also suggests that 67% of people are more likely to purchase from a mobile-friendly site. Any business looking to provide an optimal online customer experience would benefit from creating or enhancing their mobile platform for ease of use.

5. Encourage Users to Leave Real-Time Feedback

For online platforms with customer ratings and reviews, conversion rates are 105% higher than those without this feature.

Invite users to leave real-time feedback on their experiences. When resolving a problem, it is important to listen carefully to the customer's complaint and the language they use to describe their issue.

Maintain a positive attitude and go above and beyond what the customer expects.

6. Ensure All Support Channels are Consistently Meeting Customer Demands

Forrester reports that, “Customers want to use a breadth of communication channels — self-service, voice, digital, and social channels — to interact with a company. Across all demographics, voice is still the primary channel used, but is quickly followed by self-service channels, chat, and email.”

With online and mobile user interfaces, there are a wider number of channels for a customer to contact an organization than ever before. Customer frustration often arises with inconsistencies between channels of communication. Provide customers with the option to contact you on multiple channels and ensure that all channels are responding consistently.

7. Create a Holistic View of the Customer by Unifying Data Across All Interfaces/Channels

54% of marketers do not have a single, unified view of customers across all interfaces and channels. This can complicate things for businesses seeking to collect and consolidate data. Create a platform that can unify data across both mobile and desktop experiences to give a holistic view of the customer to enhance their experience.

About WalkMe

[WalkMe](#) directly guides, engages and drives users to action, enhancing the online customer experience on a website or software.

The WalkMe enterprise-class guidance and engagement platform provides CX managers with an indispensable tool to improve conversion rates, promote new and advanced features, increase long-term user value and reduce attrition and churn. Through a wide range of guidance and engagement capabilities, CX managers can provide users with a user experience that is simple, intuitive and personalized, one that increases user satisfaction, loyalty and productivity.

WalkMe helps to dramatically increase self-service adoption, reduce incoming support requests, shorten handling times and more effectively manage customer care across all channels. Customers will be able to proceed on your site with confidence and ease. As a result, customer confusion is eliminated and replaced by a satisfying, lasting impression which will encourage them to return in the future.

Overall, WalkMe helps to ensure customers have a simple, smooth and burden-free online experience, eliminating customer confusion and frustration.