



Where to Begin: Getting Proactive with Your Customers

Increase customer satisfaction by creating moments of delight and staying ahead of customer needs. Save time and last-minute emergency effort by predicting common issues before they arise and help avoid unnecessary headaches.



1 Map your customer journey

Identify key customer segments and explore your customers' functional and emotional expectations — from your brand and their interactions, in general. Evaluate their current journey with your brand and compare it to an ideal state. Listen to your customers. Think about the customer feedback you may have at your fingertips, such as social media. Prioritize improvements. Get started, one step at a time.

2 Invest energy to create business value

You have to make investments to realize returns, but we aren't just talking about financial resources. Your time, energy and patience are key resources in improving your customer experience and business as a whole. Put the necessary effort into making your peers and leaders recognize the value of embracing the mobile shift to create brand equity.

3 Keep an eye on trends and the competition

To get ahead of the curve, you must analyze and evolve. Look at what your competitors are doing, where consumer attention is being driven, or what the most popular products, services and experiences are today.

Think beyond your industry and explore other brands that capture your customers' attention — like pizza delivery or video-on-demand.

4 Make intelligent use of the right data

Data is relatively meaningless when just sitting in a database, but thoughtful analysis is helping companies shape the boundless interactions customers have come to expect. So *do* something with your data. Let it work for you. Collect from multiple data sources and treat pain points as opportunities to test proactive communication strategies.

5 Get rid of your one-size-fits-all mentality

Evaluate your own business priorities and make informed choices about the strategies you need to tackle first. What works for one customer can cause disconnect for another. Personalize experiences by leaning on past interactions and reach-out proactively. Drive conversations with substance.

Strategic consultation can help you identify customers' obstacles, implement the appropriate communication technologies, and efficiently orchestrate them in ways that empower your brand *and* your customers.

Ready to make your customer interactions proactive?

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