

October 2, 2020

Greetings!

We are adaptive and resilient! We continue this journey with a keen eye on meeting our business objectives.

While I've heard from many of you that you are working on customer retention with acquisition a lower priority, premium research tells us that acquisition efforts trail retention by only a few percentage points.



Whether we are driving retention or acquisition, the Customer Experience (CX) is still top of mind as we head into 2021.

Because digital experiences are predominant at this point in time, we need to ask ourselves:

- Has our Ideal Customer Profile changed in the last 6 months?
- What about the characteristics of our buying personas?
- Do journey maps reflect the shift to digital?
- Do processes make those journeys seamless and frictionless?

Enhancing the CX not only drives revenue and prevents churn, it makes us more efficient and effective. We improve digital interfaces and enhance our social presence. These are investments we can make that are long lasting and will yield benefits regardless of uncertainty.

My tried and true techniques for persona development and journey mapping are tech enabled and will work for you! I would be pleased to share summaries of my work in this area for B:B, B:C and B:B:C with you.

Being an admirer of Winston Churchill, I offer you this in closing:

I like things to happen, and if they don't happen I like to make them happen.

Regards,
Marianne

PS The virtual event I recently moderated and sponsored, "Growth and Happiness While Safe at Home", is available for [replay](#).

Thank you @InTouchNetworks for publishing my article, "[Marketing Matters More Than Ever](#)" in the September issue of [In Touch With Business](#).