CONTENTS

WHAT IS CX?

WHY YOU SHOULD CARE!

CX covers any interactions customers have with your brand, for example viewing your social media content, visiting your website or taking a trip into one of your physical stores.

"IT'S NOT THE CUSTOMERS JOB TO KNOW WHAT THEY WANT"

STEVE JOBS

CX...

Is your opportunity to build a picture of what your customers think, feel and do across the lifespan of their relationship with your brand.

Your customers have high expectations for digital experiences, driven by their day-to-day interactions with innovative brands, products and services.

DAILY INTERACTIONS

CUSTOMERS EXPERIENCE

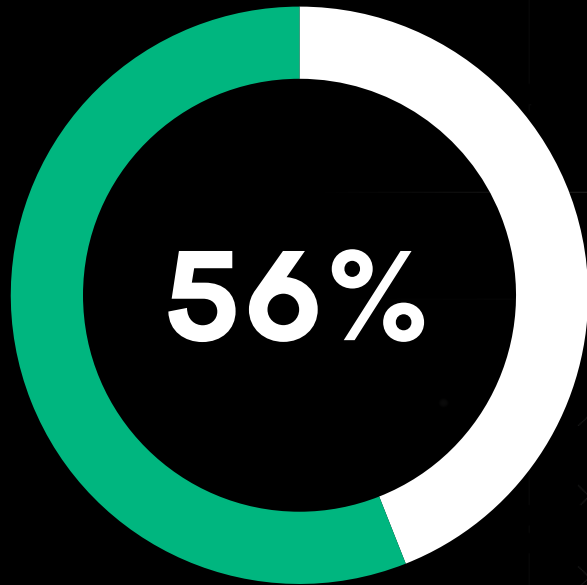**IMMEDIATE CHALLENGES**

CUSTOMER EXPERIENCE

HIGH EXPECTATION

For example: Fast checkout options have been driven by the likes of Amazon and PayPal
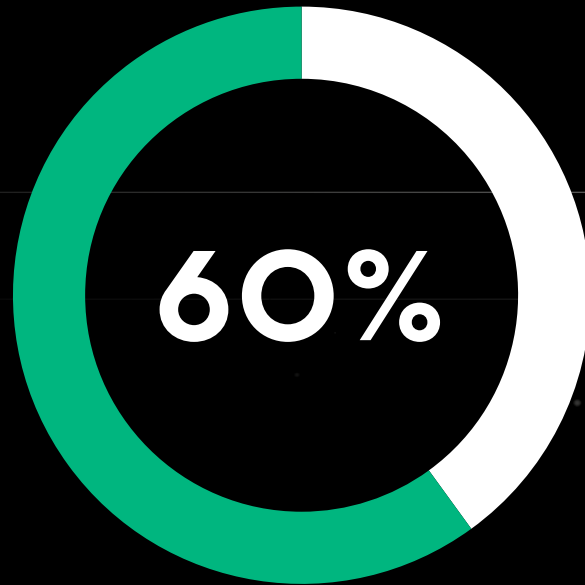
Restaurant food delivery to your doorstep has been driven by Just Eat and Deliveroo

Pre-owned fashion buying and selling has been driven by Ebay and Vinted.

56%

of consumers feel that brands are failing to deliver a "hybrid" blend of physical and digital experience

60%

of marketing leaders say the digital customer journey has dramatically changed their CX strategy

2 IN 3

marketing leaders aren't very confident in their CX strategy's ability to win and retain customers in this new environment

HOW CUSTOMERS THINK AND FEEL ABOUT BRANDS DURING THE CUSTOMER JOURNEY IMPACTS THEIR PURCHASE DECISIONS

CX gives you the opportunity to:

▸ Prime consumers to actively look for your brand

▸ Drive growth and revenues through excellent brand experiences

▸ Take control of this for your brand, by designing the experience

THE POWER OF CX:

AN AUDIENCE-LED APPROACH TO YOUR BUSINESS CHALLENGES THAT UNLOCKS YOUR BRAND'S POTENTIAL

OPTIMISE EXPERIENCES

UNDERSTAND MINDSETS

YOUR CUSTOMERS

By taking the time to deeply understand our audiences, we can better design and optimise experiences to meet their wants and needs.
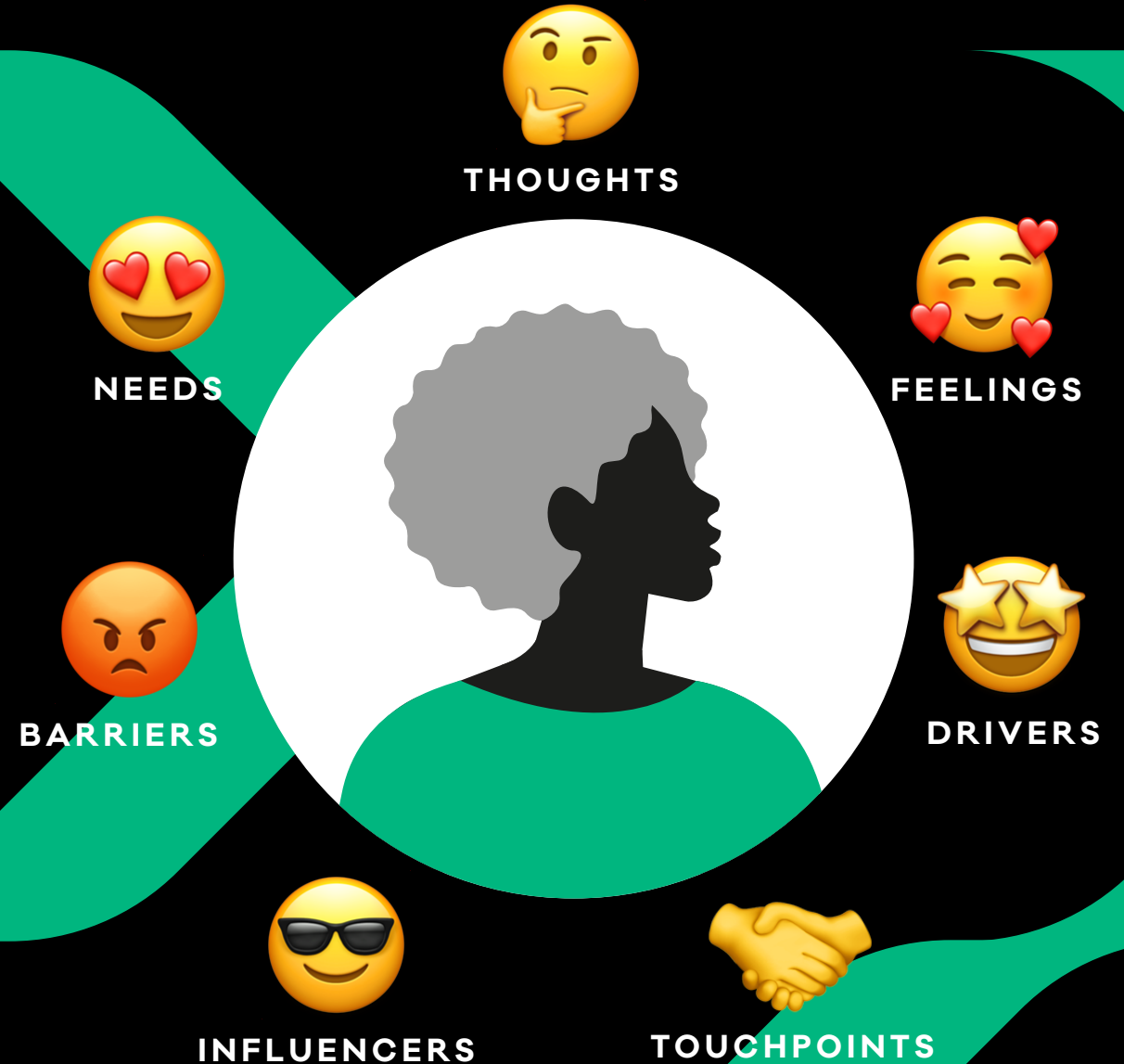
DESIGN EXPERIENCES

CX:

THE CUSTOMER JOURNEY

Maps out the journey of the customer's real world experience and behaviours.

Includes both digital and physical brand touchpoints.

THOUGHTS

NEEDS

FEELINGS

BARRIERS

DRIVERS

INFLUENCERS

TOUCHPOINTS

UX:

THE USER JOURNEY

Maps out the process a user takes when interacting with a specific digital touchpoint.

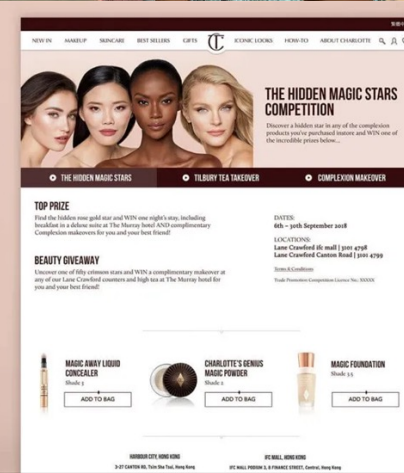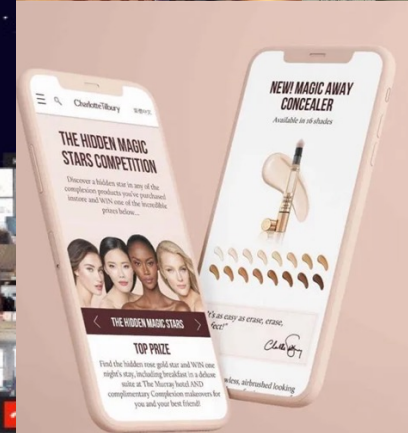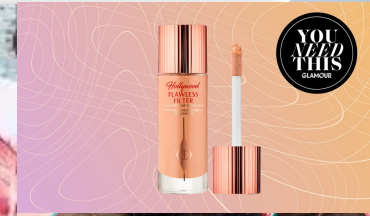This could be within a website, mobile phone app or interactive screen.

VISIT

VIEW

SHIP

COMPARE

PURCHASE

CONFIRM

SELECT

CX:

IS A GROWTH LEVER FOR MANY OF THE **MOST SUCCESSFUL** HEALTH AND BEAUTY BRANDS

The top brands consider every touchpoint where their customers come into contact, for example asking questions on social channels, searching for other customer reviews or visiting pop-up stores, and strive to create a consistent brand impression designed to match their customer's needs.

Colgate

Boots

Dettol

Oral-B

E45

Vaseline

BRAUN

Dove

NIVEA

Superdrug

head & shoulders

RADOX
ESTP 1908

NUROFEN

Gillette

Cussons

Aquafresh

Kleenex

✓ Sure

CX:

IS THE MANIFESTATION OF YOUR BRAND ACROSS EVERY TOUCHPOINT, DRIVING TOWARDS A UNIFIED VIEW OF SUCCESS
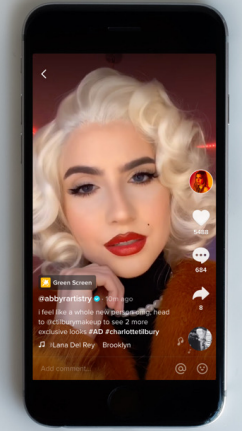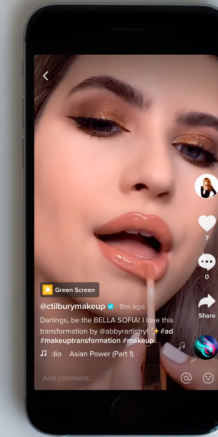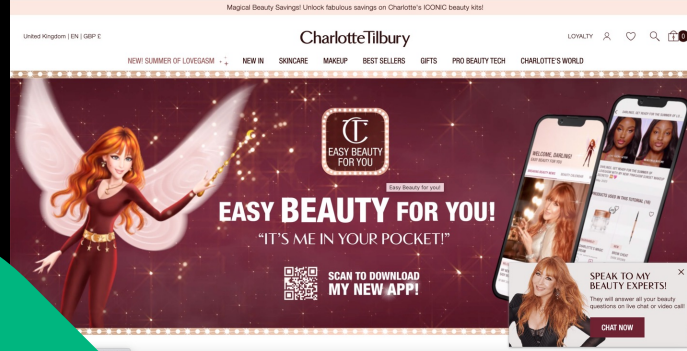
CX:
UNIFIES YOUR INTERNAL TEAMS TO RALLY AROUND **WHAT'S BEST** FOR YOUR CUSTOMERS

OWNER

EXEC LEADERSHIP

MARKETING	SALES	OPERATIONS	PRODUCT	CUSTOMER SERVICE

SPECIFIC RESPONSIBILITIES

SELLING MORE PRODUCTS BY SOLVING CUSTOMER NEEDS

A UNIFIED VISION FOR BUSINESS SUCCESS`

AN ACTIONABLE PLAN FOR EACH TEAM TO FULFIL THEIR SPECIFIC RESPONSIBILITIES

A UNIFIED FRAMEWORK TO MEASURE SUCCESS

CX:
INSIGHTS & MAPPING PROVIDES YOU WITH AN ACTIONABLE PLAN (WHICH DOESN'T NEED TO BE COMPLEX) AND ACHIEVES BUSINESS GOALS

AGILE, ACTIONABLE & DIGITALLY EXCEPTIONAL CX...

is the key to unlocking the revenue capability within your brand's existing or new digital channels.
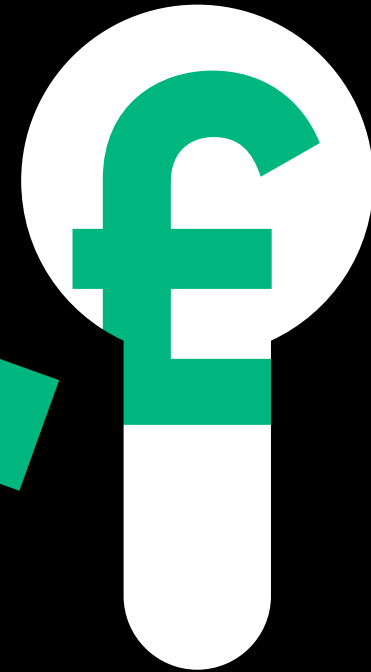
IT STARTS BY DEFINING A VISION FOR CX SUCCESS...

then based on objective pillars, key results and a robust measurement framework, proves the impact of CX on your audiences, commercials and operations.

CX SUCCESS VISION

AUDIENCE OBJECTIVES	COMMERCIAL OBJECTIVES	OPERATIONAL OBJECTIVES
AUDIENCE KEY RESULTS	COMMERCIAL KEY RESULTS	OPERATIONAL KEY RESULTS

SUCCESS MEASUREMENT FRAMEWORK
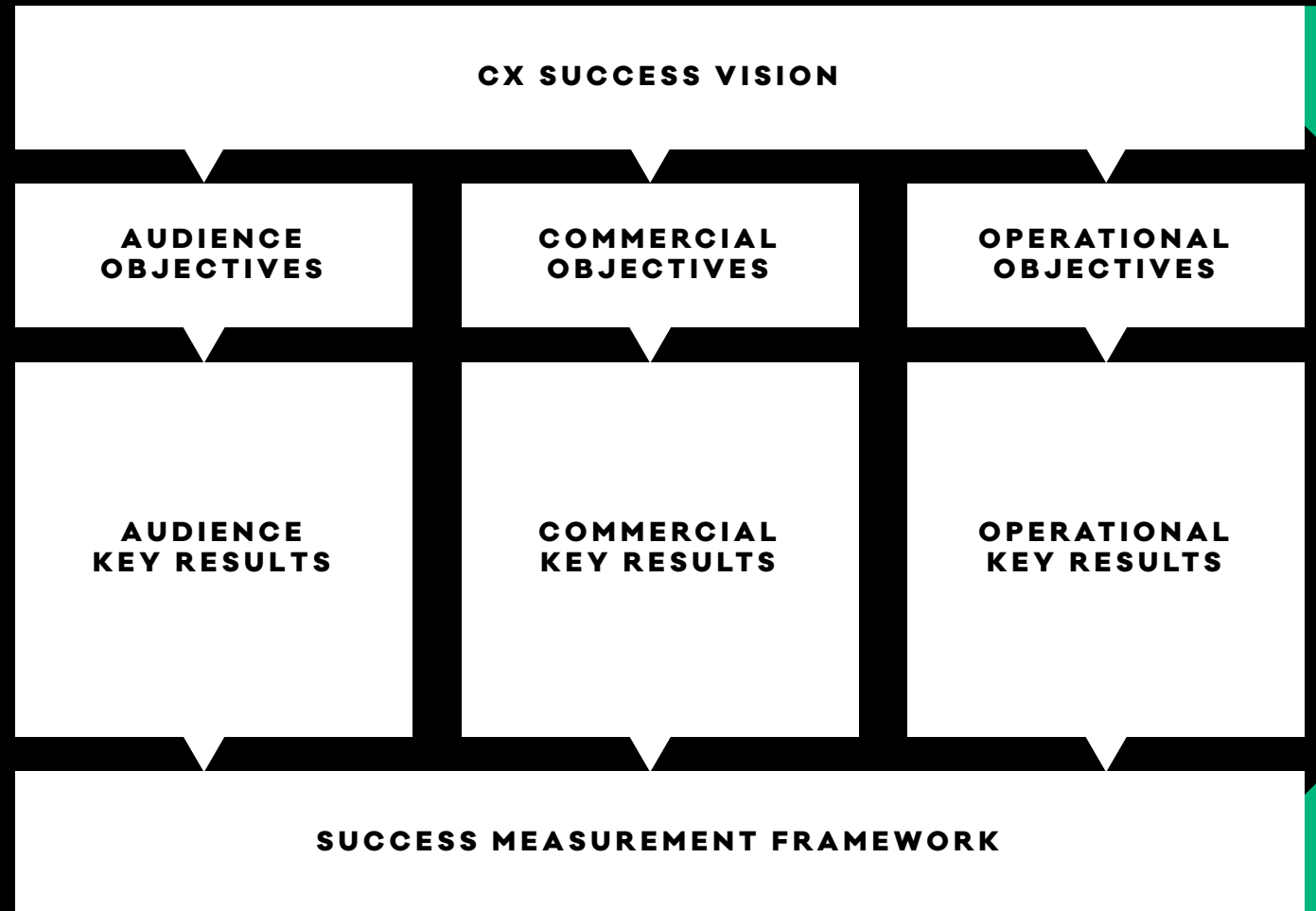
INVESTMENT IN CX:
DOES IT REALLY WORK?

84%

of companies that work to improve their customer experience report an increase in revenue.
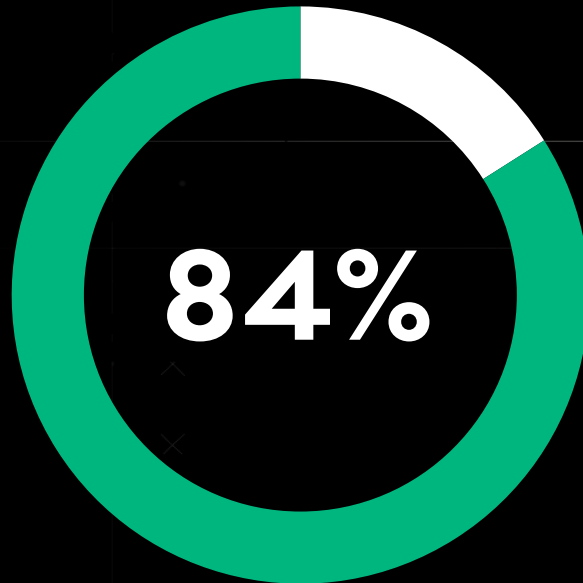
PR NEWSWIRE

60%
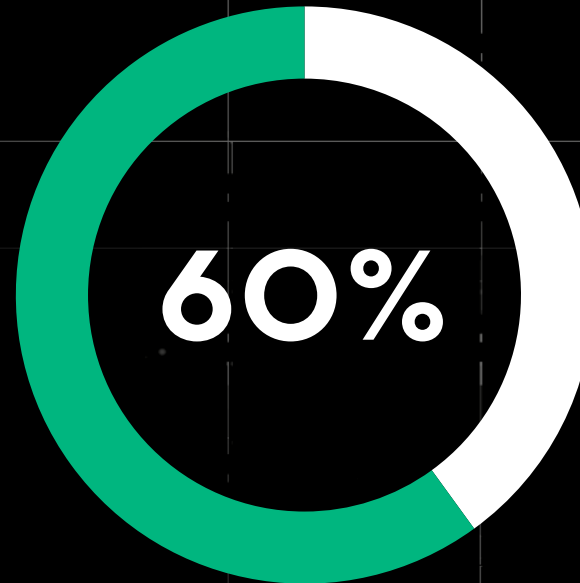
Customer-centric companies are 60% more profitable than companies who don't focus on customers.

SUPEROFFICE

140%
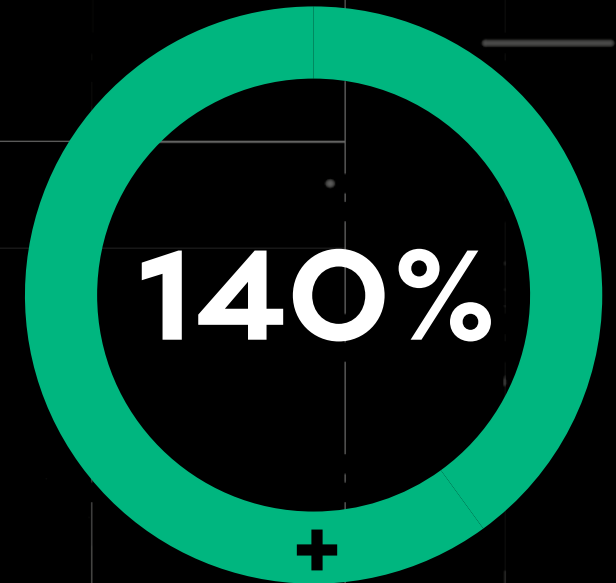
Customers who have a positive experience are 140% more likely to spend than those who have a poor experience.

DELOITTE

WHAT PROBLEMS DOES CX SOLVE:

FOR HEALTH & BEAUTY BRANDS?

1:

LACK OF CUSTOMER ENGAGEMENT

Health and beauty products make up the second largest product category for engagement across Instagram, Twitter and Facebook (32%)

▸ Customers have more choices than ever, so getting their engagement is increasingly competitive

▸ **CX empowers your brand** to surprise and delight your customers in fresh and exciting ways

APPAREL & ACCESSORIES
58%

Other
3.5%

BIG BOX
1.5%

CONSUMER ELECTRONICS
5%

GLOBAL SHARE OF SOCIAL MEDIA ACTIONS BY PRODUCT CATEGORY

HEALTH & BEAUTY
32%

Actions include all content and post-level reactions, comments, shares, retweets, likes and dislikes across Facebook, Instagram and Twitter

2:

BARRIERS TO CUSTOMERS PURCHASING

With so many options, customers can afford to be selective with their purchase criteria

- ⊾ The best performing brands ensure it's easy for customers to find the information they need to make their purchase decision

- ⊾ **CX empowers your brand** to know the right types of messages to place in the right channels, at the right time of the customer journey

LEADING MAKE-UP PURCHASE CRITERIA IN THE US
PREFERENCES OF WOMEN BY AGE GROUP

Deal of the product(s)
Media/omline reviews
Recommendations
Habit
Brand
Sustainability
Low price
Value for money
Quality
Advertisement
Contents e.g. fragrances, allergens
Organic
Scent

0% 20% 40% 60% 80% 100% 120% 140% 160% 180% 200%

18-29 Yrs   30-59 Yrs   60 Yrs +
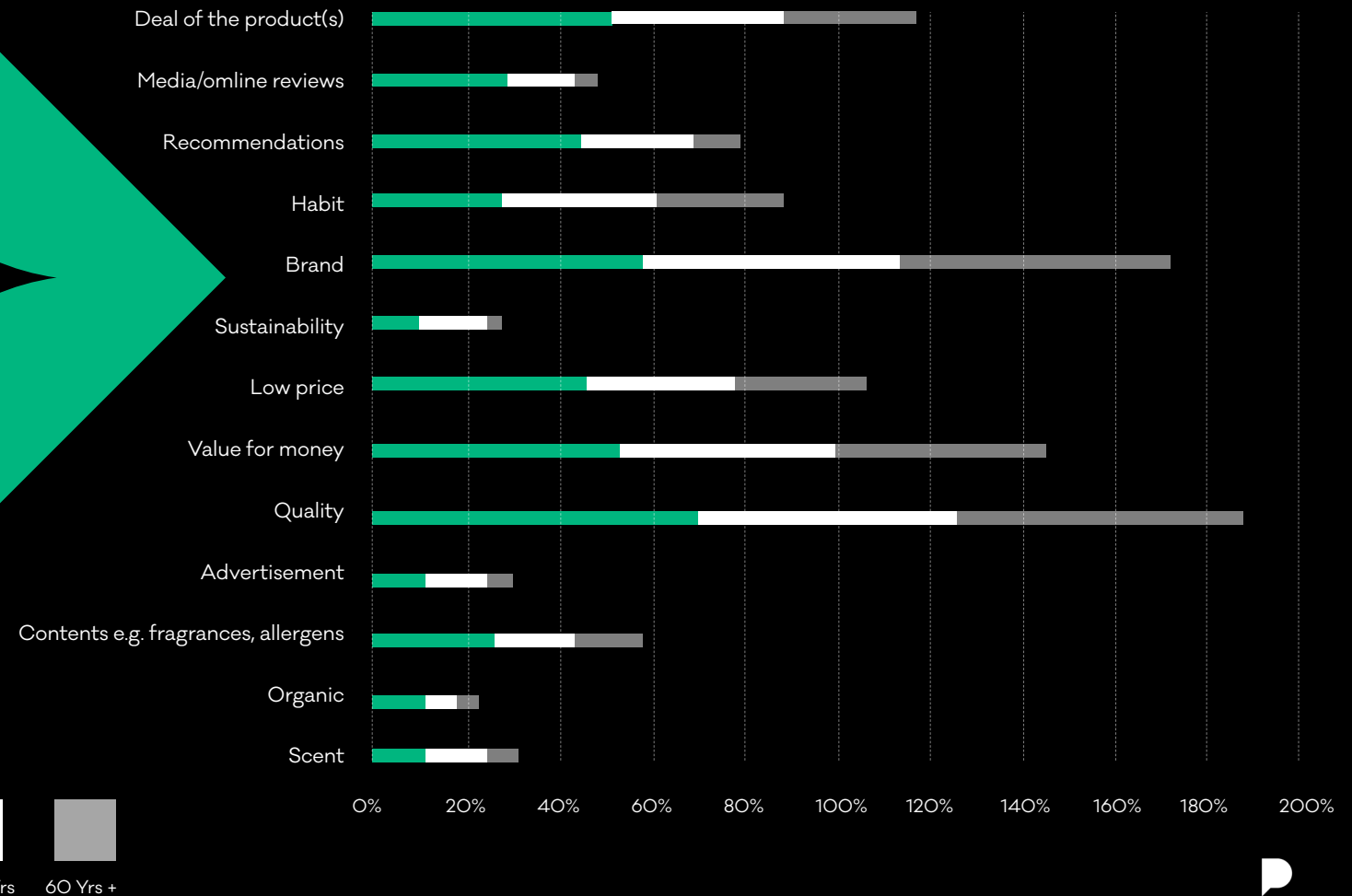
3:
LIMITED
CUSTOMER
RETENTION

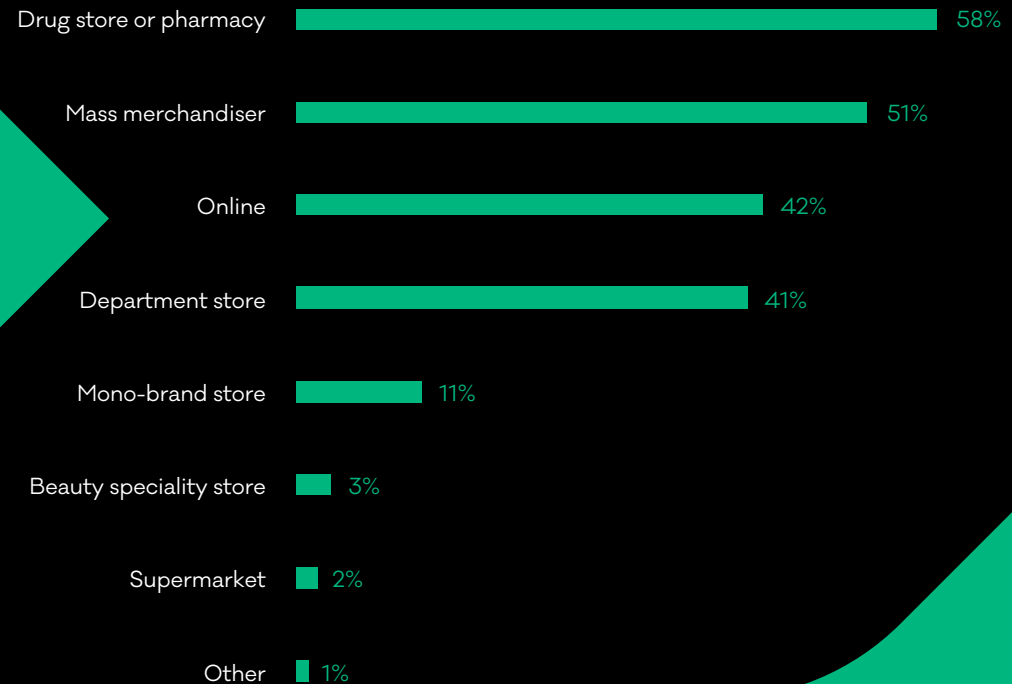Health and beauty product purchase is still dominated by physical and digital marketplaces

- Consumers are constantly faced with the decision to switch brands and products to try something new
- **CX empowers your brand** to consider alternative retention models based on your customer's preferences, for example subscription services or enhanced loyalty offerings

MOST POPULAR SHOPPING DESTINATIONS FOR BUYING COSMETICS

Survey of women in the United States

Destination	%
Drug store or pharmacy	58%
Mass merchandiser	51%
Online	42%
Department store	41%
Mono-brand store	11%
Beauty speciality store	3%
Supermarket	2%
Other	1%

A PULL MASTERCLASS

WHY CX IS SUCH A POWERFUL TOOL:

FOR YOUR BUSINESS

CX can power your business to get ahead of the competition, and stay ahead?

CX:
PLACES PEOPLE AT THE HEART OF YOUR BRAND EXPERIENCE

Understand your customers' challenges

So you can address them

Leverage audience and data insights

Define strategic business challenges from customers' perspective

Create and optimize digital and physical brand experiences

Connect and convert your audiences

THE CUSTOMER JOURNEY DESCRIBES THE MARKETING FUNNEL FROM YOUR CUSTOMER'S POINT OF VIEW

TRADITIONAL MARKETING FUNNEL

AWARENESS	ENGAGEMENT	CONSIDERATION	PURCHASE	RETENTION	ADVOCACY

TYPICAL CUSTOMER JOURNEY FOR A HEALTH AND BEAUTY BRAND

DISCOVER	EXPLORE	COMPARE	DECIDE	BUY	USE	ENJOY	SHARE

CUSTOMER JOURNEY FRAMEWORK: FROM INSIGHT TO ACTION

This framework is at the heart of designing a successful CX. Once this framework is populated and agreed within your business, you will have a solid, research driven document to help you make marketing, sales, product, customer services and other customer related decisions from.

TYPICAL CUSTOMER JOURNEY FOR A HEALTH AND BEAUTY BRAND

DISCOVER → EXPLORE → COMPARE → DECIDE → BUY → USE → ENJOY → SHARE

WHAT IS THE CUSTOMER DOING, AND WHICH TOUCHPOINTS MIGHT THEY INTERACT WITH?

WHAT IS THE CUSTOMER THINKING AND FEELING, BOTH POSITIVELY AND NEGATIVELY?

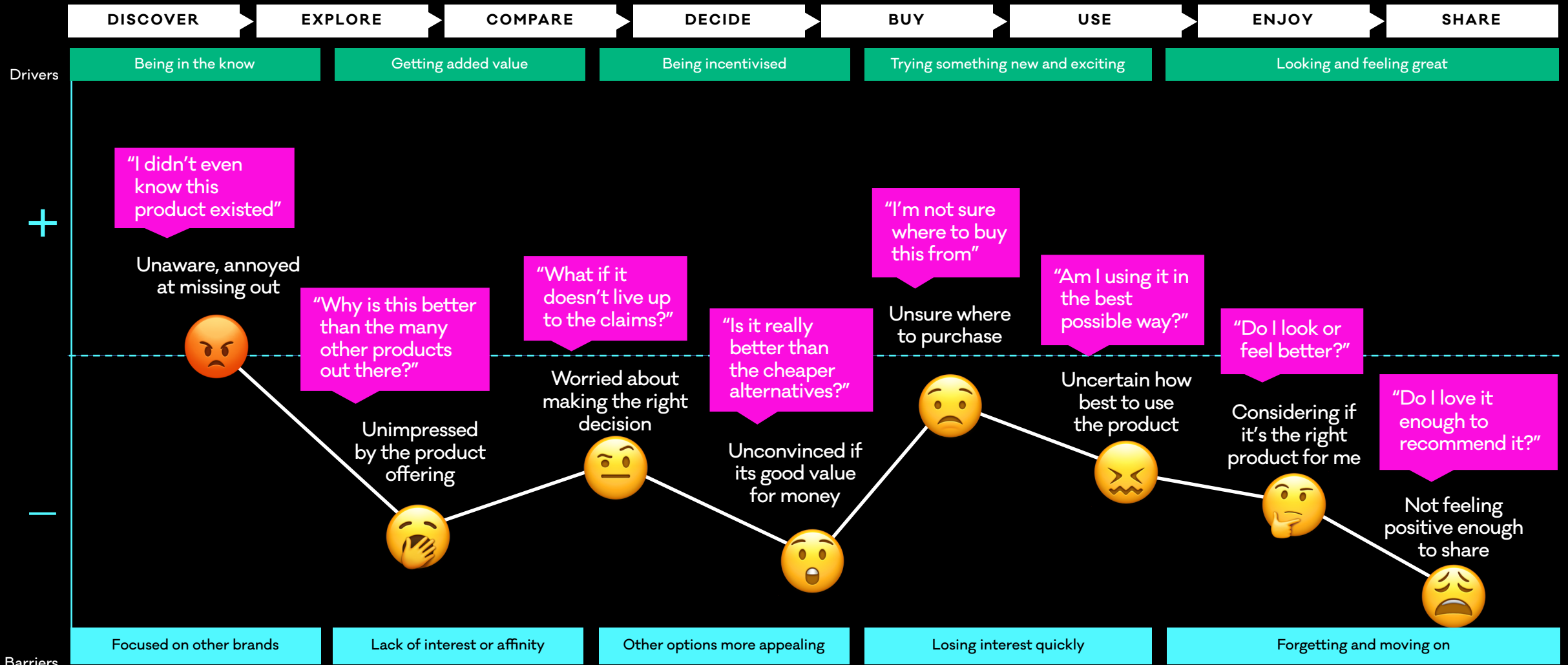WHAT ARE THE CUSTOMER'S DRIVERS AND BARRIERS TO PURCHASE?

WHAT DATA DO WE HAVE TO PROVE THIS? (MARKET RESEARCH, SURVEYS, SEARCH INSIGHTS, SOCIAL SENTIMENT, RATINGS AND REVIEWS)

WHAT COULD WE DO IN EACH OF OUR CHANNELS TO IMPROVE THE EXPERIENCE?

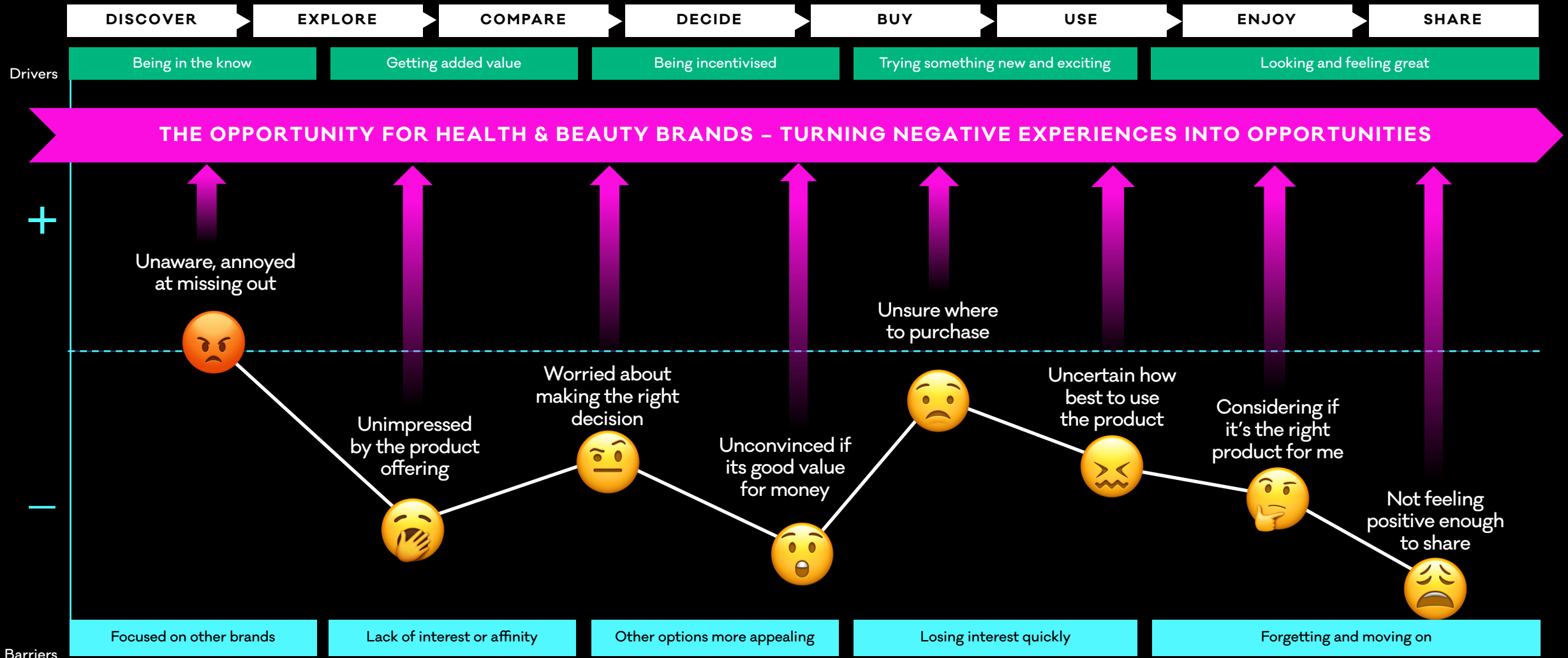HOW DO WE MEASURE THE SUCCESS OF OUR ACTIONS? (METRICS / KPIs)

THE CUSTOMER EXPERIENCE: HEALTH & BEAUTY BRANDS

Whilst addressing negatives is your biggest opportunity, CX can also help you to amplify what's already working well.

| DISCOVER | EXPLORE | COMPARE | DECIDE | BUY | USE | ENJOY | SHARE |

Drivers

| Being in the know | Getting added value | Being incentivised | Trying something new and exciting | Looking and feeling great |

+

"I didn't even know this product existed"

Unaware, annoyed at missing out

"Why is this better than the many other products out there?"

Unimpressed by the product offering

"What if it doesn't live up to the claims?"

Worried about making the right decision

"Is it really better than the cheaper alternatives?"

Unconvinced if its good value for money

"I'm not sure where to buy this from"

Unsure where to purchase

"Am I using it in the best possible way?"

Uncertain how best to use the product

"Do I look or feel better?"

Considering if it's the right product for me

"Do I love it enough to recommend it?"

Not feeling positive enough to share

−

| Focused on other brands | Lack of interest or affinity | Other options more appealing | Losing interest quickly | Forgetting and moving on |

Barriers

THE CUSTOMER EXPERIENCE: HEALTH & BEAUTY BRANDS

By understanding what your customers love, you can give them more of it, whether that's as simple as more creator product tutorial videos on social, through to full brand executions such as pop-up experiences which physically manifest the most loved things about your brand.

DISCOVER	EXPLORE	COMPARE	DECIDE	BUY	USE	ENJOY	SHARE

Drivers

Being in the know	Getting added value	Being incentivised	Trying something new and exciting	Looking and feeling great

THE OPPORTUNITY FOR HEALTH & BEAUTY BRANDS – TURNING NEGATIVE EXPERIENCES INTO OPPORTUNITIES

+

Unaware, annoyed at missing out

Unsure where to purchase

Worried about making the right decision

Uncertain how best to use the product

Unimpressed by the product offering

Considering if it's the right product for me

Unconvinced if its good value for money

−

Not feeling positive enough to share

Barriers

Focused on other brands	Lack of interest or affinity	Other options more appealing	Losing interest quickly	Forgetting and moving on

TURNING STRATEGIC INSIGHTS INTO OPERATIONAL ROADMAPS

AUDIENCE-LED CX STRATEGY

AUDIENCES & PERSONAS	CUSTOMER DATA & ANALYTICS	VOICE OF THE CUSTOMER	CUSTOMER JOURNEY MAPPING	CHANNEL & CAMPAIGN STRATEGY	KPIs

EXPERIENCE DESIGN ACROSS YOUR BRAND CHANNELS

CONTENT PLANNING	SOCIAL & PR ENGAGEMENT	SEARCH & PAID CHANNEL PERFORMANCE	ECOMMERCE CONVERSION	WEBSITE OPTIMISATION	CUSTOMER SATISFACTION PERFORMANCE	LOYALTY & CRM OPTIMISATION	MEASUREMENT FRAMEWORK

ACCELERATED CX:
A PROVEN FRAMEWORK FOR SUCCESS

ACCELERATED CX:

VISION & STRATEGY	DEFINE YOUR VISION, OBJECTIVES & KEY RESULTS
RESEARCH & ANALYSIS	UNDERSTAND AUDIENCES, CHANNELS & MARKET LANDSCAPE
CX INSIGHT	SURFACE WHY, WHERE & HOW AUDIENCES ENGAGE WITH YOUR BRAND
IDEATION & PRIORITISATION	GENERATE & SELECT THE BEST DIGITAL IDEAS
EXPERIENCE ROADMAP	OKR DRIVEN ROADMAP TO DRIVE MARKETING GROWTH
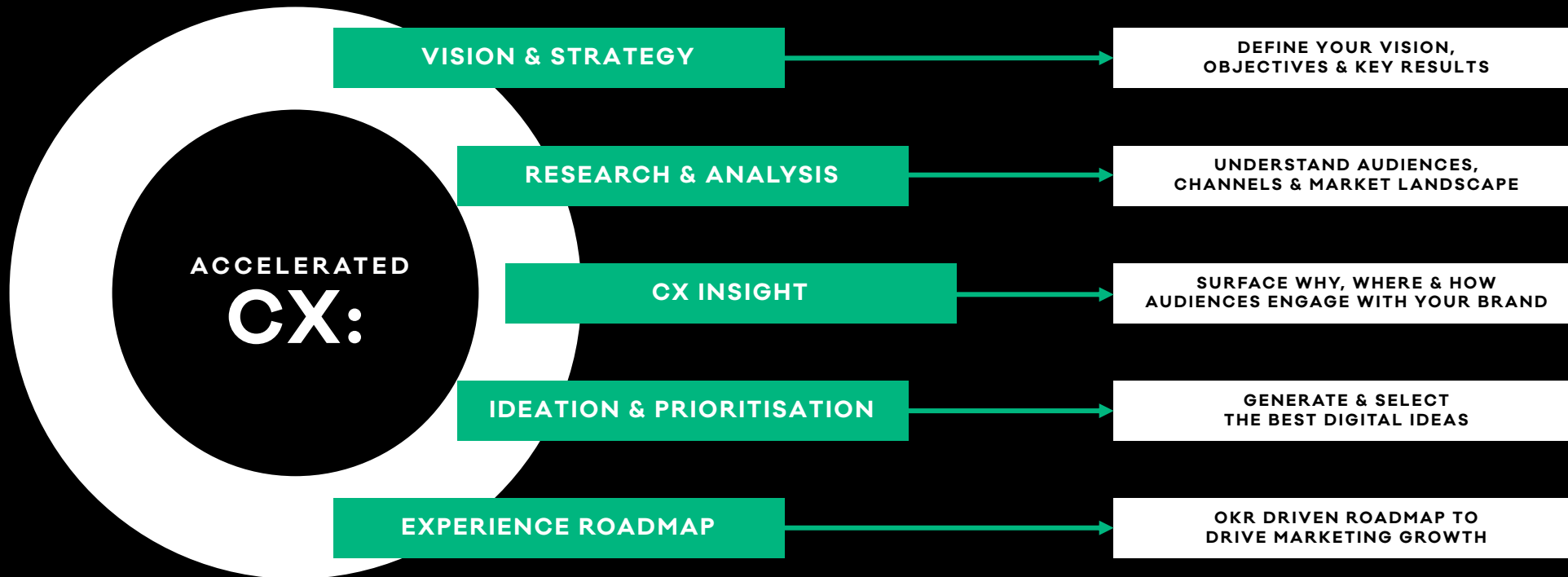
ACCELERATED CX:
PUTTING YOUR EXPERIENCE ROADMAP INTO ACTION

Achieve your strategic vision by planning, defining, designing and delivering the projects on your Experience Roadmap

PROBLEMS TO BE SOLVED

JOBS TO BE DONE

ACCELERATED CX:

VISION & STRATEGY

RESEARCH & ANALYSIS

CX INSIGHT

IDEATION & PRIORITISATION

EXPERIENCE ROADMAP
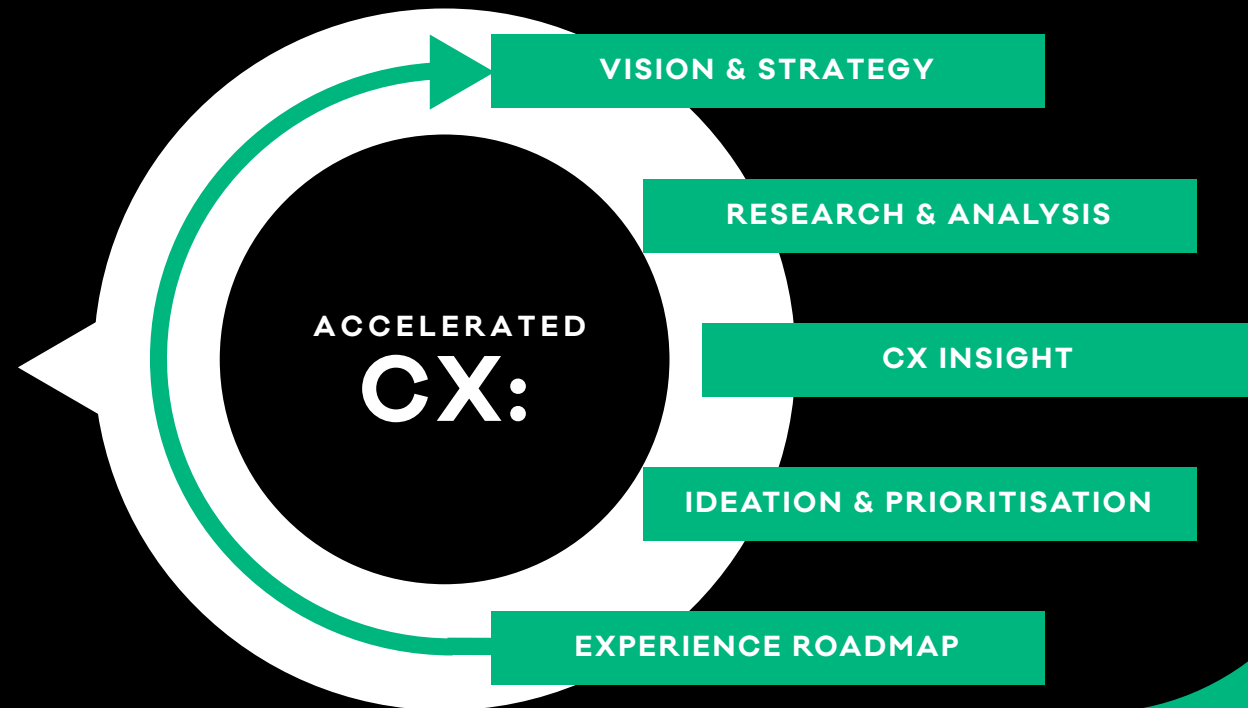
ACCELERATED CX:
WHAT COULD A TIMELINE LOOK LIKE?

FIRST QUARTER:
From strategy to roadmap
Quick wins along the way

ONGOING:
Review of operational activity
from previous quarter
Planning for next quarter

PROBLEMS TO BE SOLVED

JOBS TO BE DONE

ACCELERATED
CX:

VISION & STRATEGY

RESEARCH & ANALYSIS

CX INSIGHT

IDEATION & PRIORITISATION

EXPERIENCE ROADMAP
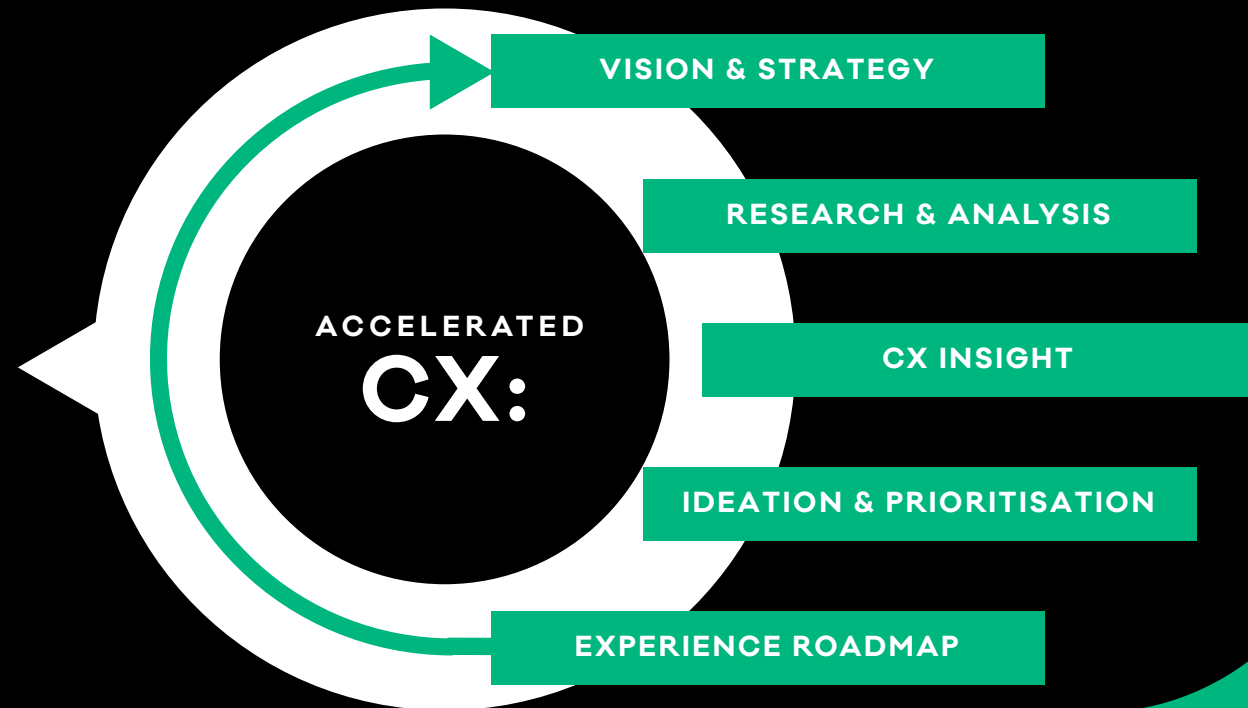
Realistically you should be aiming for 3 months
or 1 quarter to go through the process from
strategy to Experience roadmap

HOW TO ACCELERATE THE CX PROCESS

Get buy in from your senior management team

Review CS transcripts and customer reviews for pain-points to identify CX opportunities

Leverage existing audience and persona insights

Focus short term on existing channels, long term on new touchpoints
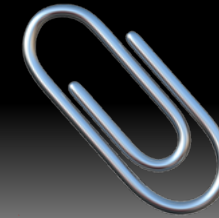
Collate insights from your existing data (e.g. analytics or surveys)

Ensure you have the right blend of skillsets on the CX project team

THE
ACCELERATION
CX
SKILLSET

Planning unlocks insight:
We use research & data in all its forms to provide the strategic insight that informs our experience briefs.

Creativity delights audiences:
The best creative ideas flow throughout the customer journey. From creative ideation, emotive messaging & content, smart UX and inspiring design - these skills combine to design amazing customer & digital experiences.

Technology creates experiences:
Tech provides inspiration for creative development and delivers on the strategic promise. From bespoke tech solutions to leveraging enterprise platforms to deliver the planned and designed digital experience.

PLANNING
Strategy & brand
Audience & data

ACCELERATED
CX:

CREATIVE
Creative ideation
UX & interactive design

TECHNOLOGY
Digital & platform expertise
Innovation & emerging tech

CHALLENGE

RESPONSE

"Sounds expensive, we don't have the budget"

CX doesn't need to be expensive – putting the basics in place can be more affordable than you think, and drive a lot of value

"Takes too long, I need to invest in ideas that give me immediate return"

An accelerated CX framework can quickly give you direction for both shorter and longer term activation and success

"We've already done this, it looked great but wasn't actionable"

CX should always be actionable – existing CX documentation and maps can be leveraged to quickly develop an action plan

"It's just a fad and not worth the spend, we don't need it"

Customer-centric businesses are proven to drive higher revenues and growth – a good CX will never fail

CX:

ISN'T JUST DIGITAL...

THE POWER OF POP-UP

They can give brands that only exist online the chance to connect with customers in IRL and give customers the chance to gain expert advice, better insight into which products to pick & how to get the best out of them.

Beauty pop-ups can elevate the whole customer experience, providing a deep and proper overview of hero products, then taking it a step further with activations and residencies that offer something a little extra.
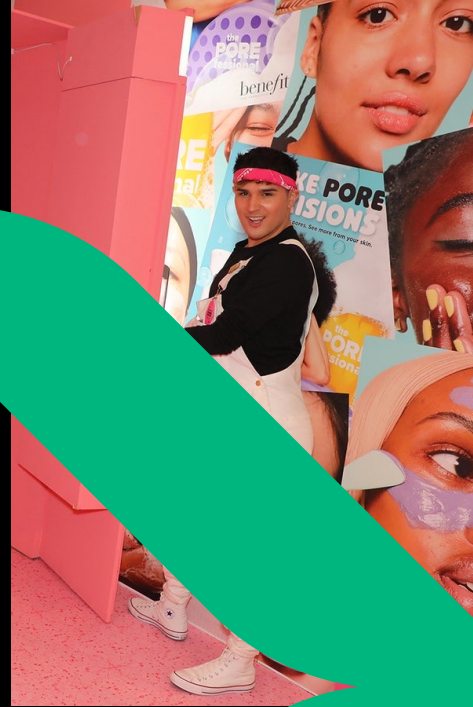
Benefit hosted a car-wash inspired pop-up store stationed in Covent Garden, London, the fully immersive experience allows customers to consult, shop and play, all in one.

The stores playful design captured elements from the Porefessional Range and included interactive displays, free sampling and stations for IRL content creation.
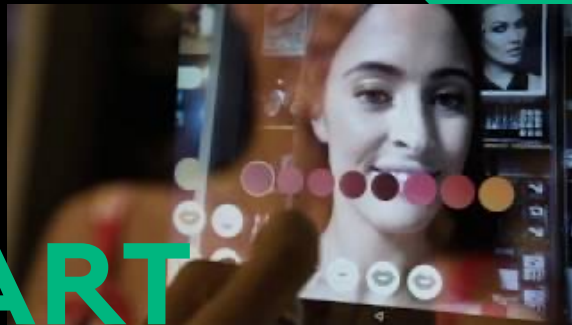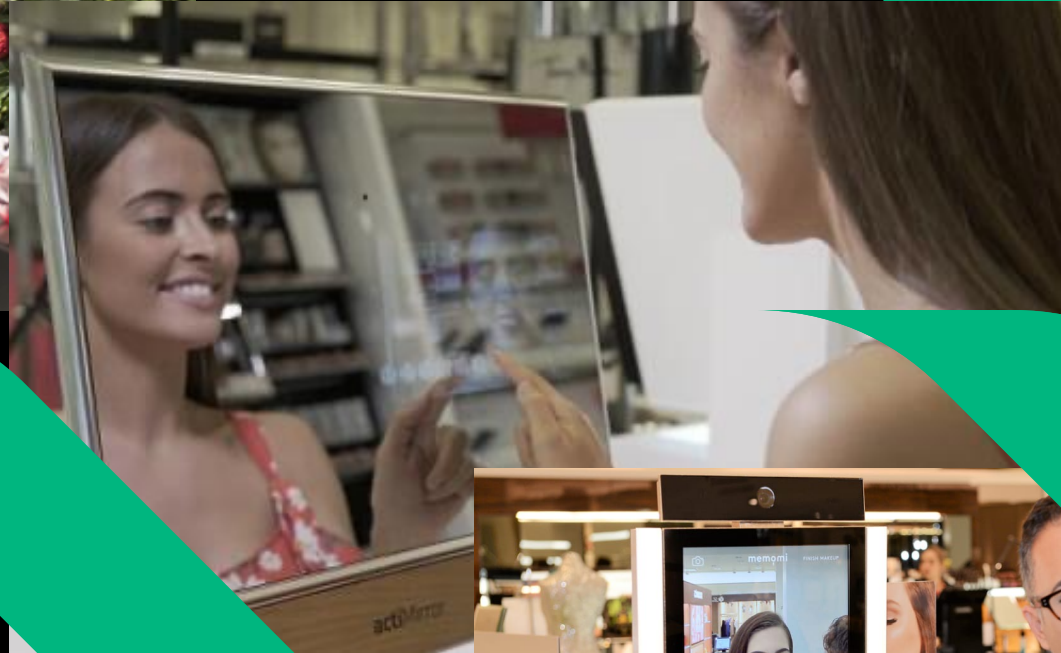
SMART MIRROR TECHNOLOGY

A CUSTOMER EXPERIENCE WHICH **TRANSCENDS** DIGITAL & PHYSICAL

Sephora united their physical and digital store operations into a single unit to deliver a 360-degree experience in-store and online

- In-store, make-up artists log each product they use in the Sephora app, so customers can use it as a shopping list later online or at the counter

- Sephora's Virtual Artist AR tool allows customers to purchase the products they've "tried on" virtually in the app, or find out where they're located in-store
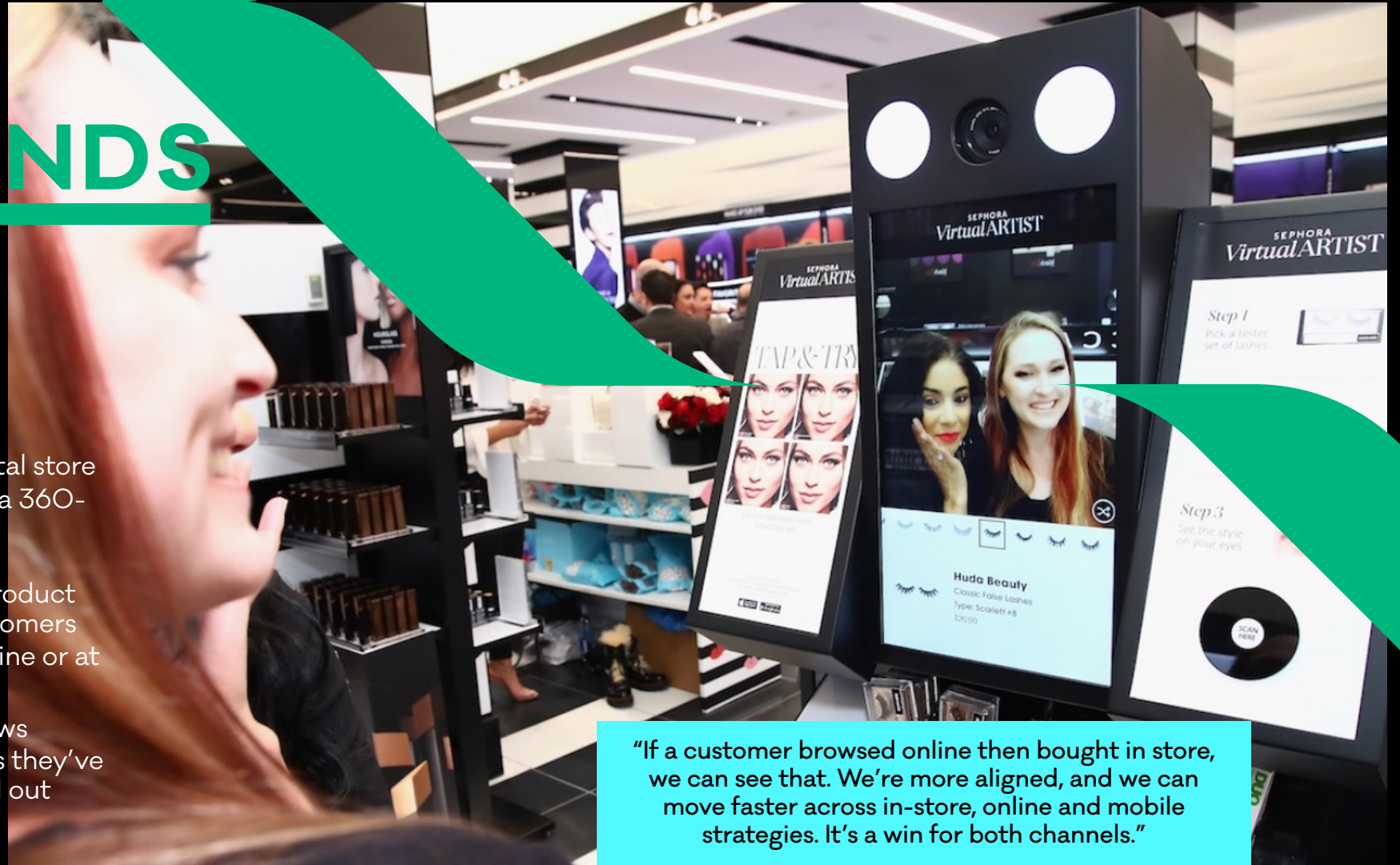
"If a customer browsed online then bought in store, we can see that. We're more aligned, and we can move faster across in-store, online and mobile strategies. It's a win for both channels."

Mary Beth Laughton, SVP of Digital

THE UNTAPPED OPPORTUNITY OF LIVE STREAMING

According to research conducted on behalf of the popular social video platform TikTok, over 52 percent of global users would be interested in consuming live branded content

Meta

52%
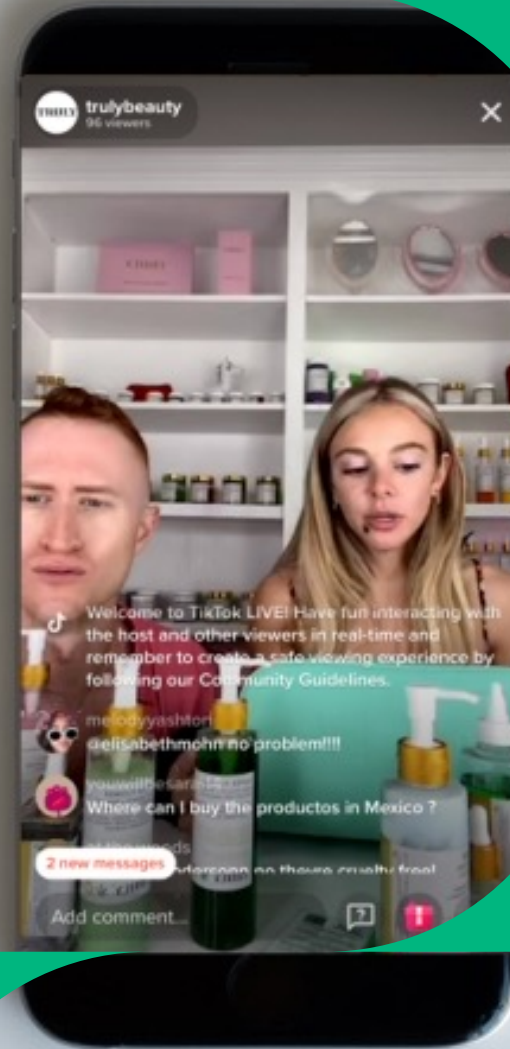
Live video content is no longer a novelty!

In the entertainment industry, the popularity of live streaming as a format has been linked to the gaming world, with the leading platforms in the sector amassing around 7.2 billion hours of content watched during the third quarter of 2022. Additionally, users appeared to have become more confident with this format even in professional settings, with a forecasted 40% of marketing managers and directors reporting to expect 40% of the marketing events they attended in 2022 to be in completely virtual.

SO, WHAT ARE THE NEXT STEPS FOR GETTING STARTED WITH CX?

GATHER AUDIENCE INSIGHTS TO IDENTIFY THE CHALLENGES CX CAN SOLVE FOR YOUR BUSINESS

EXCITE YOUR INTERNAL TEAMS AROUND THE POWER OF CX TO UNLOCK YOUR BRAND'S POTENTIAL

GET IN TOUCH TO EXPLORE WHETHER AN ACCELERATED CX APPROACH COULD WORK FOR YOUR BUSINESS

A **PULL** MASTERCLASS

THANK YOU

Need help activating & amplifying your brand story? Get in touch:

hannah.c@thepullagency.com

THEPULLAGENCY.COM