

Tips for Creating a Great Customer Experience Online

Turn your website and social media channels into powerful sales, marketing and customer service platforms with these five winning moves.

Give prospects a reason to engage.

20% of your social media or website content should be sales messaging.¹

Win over prospects with objective, actionable information that will have them coming back for more.

Nurture your existing relationships.

65% of companies generate additional sales among their existing customers.²

Keep a sharp focus on your current customer relationships. It's 6 to 7 times more expensive for companies to attract new business.³

Encourage feedback—even negative reviews.

80% of product reviews are the result of a business requesting them in a post-purchase email.⁴

82% of customers look for negative reviews when researching goods or services.⁵

Solicit customer reviews and suggestions—and embrace your critics. They'll boost your channel's credibility.

Play to your audience.

Tailor content to your demographics. A vast majority of consumers age 54 and younger are social-media dependent.

Social media use by generation:

Baby Boomers: 51%

Gen Xers: 69%

Millennials and GenZers: 86%⁶

Stay current on your market segments to better inform your channel development.

Address feedback...quickly.

67% of customer attrition can be avoided by responding to the first service request.⁷

31% of consumers expect questions and complaints answered within 24 hours.

44% expect an immediate or one-hour response.⁸

Invest in the resources you need to maintain a rapid-response team.

Talk with your business banker for more great ideas about how to boost your business and keep customers satisfied.

Disclosures:

¹“The 80/20 Rule: Why Just 20% of Your Content Should Be About Your Brand,” *SocialMediaToday.com*, <https://www.socialmediatoday.com/content/8020-rule-why-just-20-your-social-mediacontent-should-be-about-your-brand>.

²Customer Experience for Executives, Esteban Kolsky, 2015, Slide 8,
<https://www.slideshare.net/ekolsky/cx-for-executives>.

³Customer Experience for Executives, Esteban Kolsky, 2015, Slide 8,
<https://www.slideshare.net/ekolsky/cx-for-executives>.

⁴How Online Reviews Influence Sales, Spiegel Research Center at Northwestern University, Medill School of Journalism, Page 12
https://spiegel.medill.northwestern.edu/_pdf/Spiegel_Online%20Review_eBook_Jun_2017_FINAL.pdf.

⁵How Online Reviews Influence Sales, Spiegel Research Center at Northwestern University, Medill School of Journalism, Page 10
https://spiegel.medill.northwestern.edu/_pdf/Spiegel_Online%20Review_eBook_Jun_2017_FINAL.pdf.

⁶*Salesforce State of the Connected Consumer Report*, 2018, Page 14,
https://www.salesforce.com/content/dam/web/en_us/www/documents/e-books/state-of-the-connected-customer-report-second-edition2018.pdf

⁷“Customer Experience for Executives,” Esteban Kolsky, 2015, Slide 13
<https://www.slideshare.net/ekolsky/cx-for-executives>. ⁸Statista.com, 2018,
<https://www.statista.com/statistics/808477/expected-response-time-for-social-media-questions-or-complaints>.

⁸Statista.com, 2018, <https://www.statista.com/statistics/808477/expected-response-time-for-social-media-questions-or-complaints>.

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