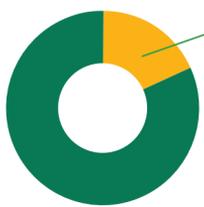




Tips for Creating a Great Customer Experience Online

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



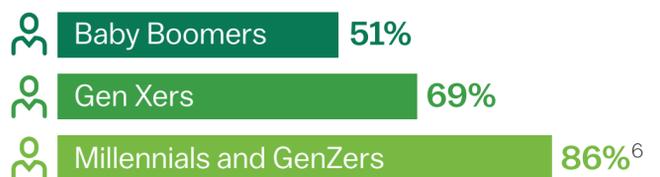
82% of customers look for negative reviews when researching goods or services.⁵

★ **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



★ **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.

M&T Bank

¹The 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-media-content-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_Jun2017_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_Jun2017_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>.