

5 Must-Know CX Tips

In this competitive market, your customer experience (CX) is everything. It helps to build the trust and invaluable word-of-mouth marketing you need to earn your next customer and retain existing ones. Here are some tips to make sure your CX helps you stand out from the crowd.

1

Deliver Great Experiences at Every Touchpoint

Be responsive to consumers with chat on Google Business Profiles, social media, your website, and text. **66% of customers** expect businesses to understand their needs, meaning you need to drive the journey to acquire customers, retain them, and grow.

2

Create a Feedback Loop

Ask for reviews and deploy surveys. Respond to that feedback and learn from it. Fix issues and redesign your experiences to prevent them from recurring. Listening and learning will drive leads and loyalty.

3

Be Social

Keep your social profiles updated. **55% of consumers** learn about new brands on social – don't miss out on this opportunity. Use social listening tools to capture real-time feedback about your brand, competitors, and customer sentiment.

4

Be Responsive with Technology

Manage all communications in a single dashboard with a universal inbox for chat, text, Google Business Messages, and social media apps. **90% of customers** expect an immediate response on chat, so be sure to respond as quickly as possible.

5

Centralize CX Data

Invest in an automated CX platform to collect, house, and report public and private data to have a complete picture of customer feedback. Centralizing that data will fuel the feedback you need to grow your business.

Reputation is the only platform that manages consumer feedback from acquisition to loyalty. Reputation analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on and improve the customer experience. Reputation turns feedback into the fuel to grow businesses around the world. Visit reputation.com to learn more

**Your customers deserve the best CX.
Contact Reputation to get started.**

