



## Customer Experience Management: Determinants, Dynamics & Strategies for Integration of Brand Touch Points at Various Stages of Service Encounter

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### ABSTRACT

*Converging innovations are bringing paradigm shift in the ways businesses are done. Customer experience management is the collection of processes a company uses to track, oversee and organize every interaction between a customer and the organization throughout the customer lifecycle. Brand touch point is the majority of the diverse ways that a brand associates with and makes an impact on customers, employees and different partners. This paper focuses on the determinants, dynamics & strategies for integration of brand touch points for managing the customer experience.*

**KEYWORDS :** brand touch point, customer experience, loyalty, purchase, service encounter

### INTRODUCTION

In India parks, food courts, shopping malls, etc. have turned into a place which provides unique experience. These places are assigning somewhere around 30% of their aggregate space for excitement. Coffeehouses like Coffee Café day, Barista Lavasa and other food chains like McDonalds, Dosa Plaza, KFC are attempting to turn around the customary idea of getting a food & beverage into an entire new affair. Making such significant service encounters to satisfy the wishes of the clients has turned into the principle objective. Apart from innovation and creativity excellent design of services and delivery are crucial for wonderful experiences. Customer experience management (CEM) is the collection of processes a company uses to track, oversee and organize every interaction between a customer and the organization throughout the customer lifecycle. Customer's collective experience is realized by the real experiences as well as by the environments in which they are searched, acquired and paid for. In the experience escape, services are the stage and products as props with individual client as the point of convergence. The shopping centers in India are changing themselves on such lines. Service encounters are unmistakably financial offerings as customers purchase the accurate worth from such encounters. Experiences are intrinsically personal with value deposited in the mind. They are dissimilar from services just as services are from goods in terms of how customers extract value from each one of them. Encounters are innately individual with worth saved in the mind. Despite the fact that they are diverse, customer experience is not separated from services rather it envelops both these perspectives and also the relationship that the customer has with the brand.

### OBJECTIVES OF THE STUDY

- To know the important aspects of customer experience management.
- To study the reasons for focusing on customer experience.
- To develop strategies for brand touch points in the various stages of service experience

### RESEARCH QUESTION

What are the different ways that a brand interacts with customers?

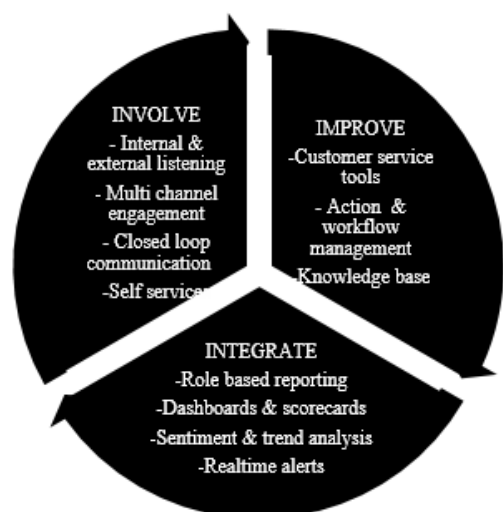
How a brand makes an impression on your customers, channel partners, employees and all other stakeholders.

### GROWING FOCUS ON CUSTOMER EXPERIENCE MANAGEMENT

Customer experience management is a growing part of customer relationship management, guided by new technologies (e.g. tablets & smart phones) & the invasion of social media, such as Facebook & Twitter. Companies have taken note of instant reviews in terms of likes, comments & share viewed by millions of consumers. Converging innovations are bringing paradigm shift in the ways businesses are done. For instance digitization has encouraged the blend of conventional commercial enterprises & the modern service organization. Today smart phones are utilized as a handheld PC and with different

applications accessible to a customer; he can do most of the activities like booking tickets, online shopping, book a taxi, do banking transaction etc. Excessive competition is one of the foremost reasons which explains why companies are focusing on customer experience management. While local companies are facing competition from multinationals and at the same time multinationals are facing competition from regional players. In such an aggressive market condition where each organization has to achieve its specific goal, they are devising ways to become unique and offer a better customer experience and complete satisfaction. The firms have realized that only on the basis of product attributes they cannot create a lasting impression on the minds of target customers. Therefore they are focusing on creating an environment to manage the customer experience. Another reason could be the increase in personal disposable income of consumers due to increase in pay, high salary given by multinational companies, 6<sup>th</sup> pay commission salary etc. Individuals today have more discretionary income and that implies they can bear to be selective and demanding in whatever they are spending on. As a result customers are searching for service encounters to fulfill their particular needs and yearnings to get what they like at that time. The worth to the customers is the encounters they will experience when they consume a service. The successful organizations are moving in that direction only.

### SERVICE ENCOUNTER ACROSS BRAND TOUCH POINTS



**Fig 1: Customer experience management**

Brand touch point is the majority of the diverse ways that a brand associates with and makes an impact on customers, employees and different partners. Various activity and technique which portrays

the image of the company whether it is through publicizing, a marketing showcase or a customer service call, is a brand touch point. Everyday a customer, employees and different partners experience services through brand touch points. The brand touch points comes under three distinct customer experience segments: pre-purchase experience, purchase experience and post purchase experience touch points. Let us discuss all the three in detail.

### PRE PURCHASE EXPERIENCE TOUCH POINTS

These brand touch points impact whether customers or future customers will consider obtaining the services of the brand. Common pre-purchase experience touch points for customers includes promotion, regular postal mail, sample, detached supplements and the organization's website.

#### The specific pre-purchase experience touch point strategies are:

- Retaining the existing customers by remaining faithful to their image and staying relevant in the lives of customers.
- Creating a visible brand difference between the organizations brand and its nearest competitor's brand.
- Shaping brand perception and expectations by helping the customers to comprehend the advantages the brand offers vis a vis its rival.
- Creating value proposition for the services in the minds of prospects and to highlight how the brand is able to meet the customers need and wants.
- To create a image of quality service provider.

### PURCHASE EXPERIENCE TOUCH POINT

Purchase and utilization experience touch points move a customer from just considering the service brand image to really buy it. Generally the purchase experience touch points for the buyer are P-O-P (point of purchase) displays, in store sampling, price, an influential sales representative in the store or after seeing what the next person bought.

#### Specific purchase experience strategies include:

- Ingraining certainty by maximizing the quality that prospects find in the brand by putting forth the services and alleviate any questions they may have about settling on the correct purchase decision.
- Delivering value by making prospects comprehend the value and benefit relationship they are getting in the offered service versus services of other brands.

Keeping the promise by ingraining in the psyches of the prospects and demonstrate with utmost sensible certainty that this offering will be superior to any others. Promise them that their purchase will convey the quality they are anticipating.

### POST- PURCHASE EXPERIENCE TOUCH POINTS

The post purchase brand touch points are all the efforts that the marketer makes in order to boost the aggregate brand experience utilized after deal. The use or utilization of the item is experienced at this stage. Common post purchase experience touch points include product and package performance, customer satisfaction surveys, loyalty programs, loyalty coupons, website visits and newsletters.

#### Specific post purchase experience touch point's strategies include:

- Managing customer expectations by delivering the brand promise. This includes delivering brand value above and beyond customer's expectations as well as looking for new ways to delight customers.
- Expanding brand loyalty and promotions as customers not just buys and uses the services but they also recommend it through word of mouth.

In order to discover an organizations touch points' quality and shortcomings, the company can do marketing research by conversing with three sorts of clients. These include:

**Past or lost client:** They can assist better by pinpointing which touch points are adversely affecting customers. Likewise they can detach rival's touch points that have influenced them to move from this firm to another firm.

**Potential or future clients:** These customers can help to figure out what are working well and not all that well in their pre purchase and purchase communications with respect to that brand. Likewise this information can let the company know that your opposition is doing admirably well continuously.

**Current clients:** These buyers can give direct bits of knowledge in respect to what the service company is doing well and due to that they have stayed faithful to the establishment. Moreover the current clients, who are consistent with organizations image today, can tell why their investment with the brand has been constrained and what touch points assisted them with selection on the choice to purchase brands over others.

### INNOVATION IN DESIGN OF PRODUCTS & SERVICES FOR CUSTOMER ENGAGEMENT

The marketing milieu is being transformed by the integration of two observable facts happening at present. Foremost is the growth of non mass marketing techniques like events & other is below the line marketing activities. Second one is the innovation in design of products & services as a driver of customer engagement. Physical environment have a reasonable role to play in the overall client experience. Work and professional workplaces impact representatives and empower them to end up becoming brand ambassadors. Instructions focus and exchange show encounters empower business accomplices and customers to better comprehend items and all the more impact fully advance them inside of their associations. Retail situations and occasions unite with clients in a manner that both advances purchase and build loyalty. Innovation in three dimensional physical environments is at the nexus of both the new advertising substances and the present design. At no other time has there been such an open door for brands to showcase adequacy by outlining and coordinating three dimensional situations that welcome investment and a feeling of attachment from their most critical gatherings of people.

The chances to influence experiential situations to upgrade showcasing effect are noteworthy. Progressively, advertisers are taking a more down to business perspective of the client experience. As opposed to secluding the individual touch points at which clients unite with the brand they are mapping the master plan of how all touch focuses relate signifying what may be known as the total customer experience.

### CONCLUSION

In case of product a company can test their quality and modify it if there is something wrong. However in staging experiences a marketer does not have that freedom as companies do not get chance of rectifying if anything goes wrong as customers are having an experience which last for few moments. Experience management requires understanding individuals' psyches and personality since it is a critical affair, as for one customer it may be a memorable experience and for another it may be forgettable. The vast majority of the associations are molded around products and capacities are able in offering services. To succeed in making huge encounters, organizations need to assemble and build up steady conditions and attune themselves by creating memorable experiences for the customers. It also requires organizations commitment and lives through the employees actions.

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