



GAIN **UNDYING** **LOYALTY**

BY BUILDING A BUSINESS
CUSTOMERS LOVE

A WHITE PAPER

Contents

- 1 [Executive Summary](#)
- 2 [Introduction](#)
- 3 [Shaping the Personality of Your Brand](#)
- 5 [Designing Your Customer Experience](#)
- 8 [Conclusion](#)
- 9 [About Your Sponsor](#)



1

Executive Summary



When you love a company, you go out of your way to recommend it to friends. You take pride in its products, and you hope others will enjoy them as much as you do. And whether you're willing to admit it or not, your emotions most-likely prompt you to purchase more freely and more frequently than you probably should.

The truth is, emotional connections with a company are a strong predictor of whether someone will continue as a customer for years to come. Regardless of price or convenience, engaged customers keep coming back.

Do you want to build the kind of legendary loyalty that keeps your business ahead of the pack? In this white paper, you will learn tips for shaping a dynamic brand personality, for designing excellent customer experiences, and for building a business people that people love.

Introduction

Every person has go-to brands for the things they buy. From your car and phone to your coffee, cosmetics, or slippers, behind every product and brand is a company people know and love. When you want to attract people to your brand, it starts with building the personality of your business.

To be successful in today's competitive economy, it's not enough to simply close the sale. You've got to help customers fall in love with your business.



Shaping the Personality of Your Brand

It's hard to love a business, but it's easy to love the people behind the company.

Brands are more than the products they sell; they are an embodiment of ideas and values that connect real people. That's why the most lovable companies are those that have a recognizable, enjoyable personality.

When you connect with certain brands, it is because you resonate with the individuals who built them. People inspire people!

✓ Be Unique in a Sea of Monotony

Want to drive customer loyalty that lasts for decades? Most marketing is designed to move products. But what if your messages were designed to move people?

When you want to connect with customers, your company should communicate in ways that inspire your target audience. Successful companies give people a hope or a vision; their brands represent a cultivation of what we could be. Whether this is honest and pure, quick and witty, or fun and funky, the brands we champion are an expression of our better selves.

Inspiring companies have a visual identity that speaks to a modern audience with a unique, recognizable voice. This starts by clarifying values that make your business unique. What brand pillars define your company and embody your mission? Are you innovative and flexible? Feminine and sweet? Simplicity makes a brand stand out, and these brand pillars should distinctively permeate every aspect of your business.

In sharing your brand personality, avoid a salesy tone, and try to talk to audiences like you would speak to a friend. People resonate with the authentic, so use a genuine tone and be yourself. This may include the "why" of your business, the story of how you got started, or your unpolished moments. Allow clients to peek behind the curtain with employee spotlights, behind-the-scenes "how-we-do-it" videos, or lessons from your mistakes.

To solidify an emotional connection, ensure your brand pillars are in line with those of your target audience, and weave these into your print materials and digital content. From brochures and flyers to brilliant testimonials and sharp-looking year-end reports, your narratives should be vivid enough to spark imagination and to keep people coming back.

4

✓ Strengthen Loyalty Through Shared Values

Most people aren't particularly loyal to a company; instead, they are loyal to what that company stands for. A recent study published by the Harvard Business Review showed that, of those consumers that had a strong relationship with a brand or business, 64 percent cited "shared values" as the primary reason.

Shared values are the largest driver of consumer loyalty. When emotional attachments to brands are built, this connection often starts with a shared conviction or a particular life experience.

✓ Build a Company People Trust and Admire

Beyond being unique and authentic, celebrated companies are those that people admire.

Companies that care deeply for consumers, employees, and the community will gain trust and admiration. While a majority of your customers won't have a close relationship with your brand, those who do will care deeply about the things you stand for and how you're making a difference.

Deep down, people want to make a difference while inspiring (and being inspired by) others. Companies that marry profitability with impactful giving will greatly increase the likeability of their brands.

Businesses that people admire help people solve problems, grow personally, or act collectively in ways that bring significant impact.

✓ TOMS shoes originally championed a ONE for ONE movement, donating a pair of shoes to a child in a developing country each time a pair was purchased.

✓ CVS made a radical shift in 2014 by removing all tobacco products from its shelves (sacrificing \$2 billion in annual sales) because of its commitment to healthful families and communities.

✓ Verizon partnered with Hawaiian Electric to develop an expanding grid of solar panels in order to reach their goal of 100% renewable energy by 2045. With the use of smart sensors, Verizon is helping Hawaiians protect their environment and achieve long-term sustainability.

Designing Your Customer Experience

Moving beyond strong marketing, customer experience is where the rubber meets the road.

Clients that adore your products (or services) should have a fantastic first encounter and feel that doing business with you is like coming home. Here are five ways to make that happen.

✓ 1. Craft Excellent First Encounters

If you want to develop a strong bond with clients, a great first experience is key.

Consumer Reports surveys show that nearly 91 percent of customers will not return if a company messes up the initial encounter. And that's not all. Seventy percent say they will immediately abandon a business if they receive poor service on the phone, and two-thirds will walk out of a store when they feel the service is subpar.

While those statistics sound scary, the opposite is also true: top-notch companies are highly successful in customer care. Recent data shows that 81 percent of companies with excellent service records are outperforming their competition.



✓ 2. Sharpen Consistency with Customer Journey Maps

Once your leads become customers, you want to guarantee their experience is nothing short of delightful, and that no one falls through the cracks. How? Proactive companies strategically map customer journeys and train their team to plug in to this bigger vision.

Customer journey maps are visual diagrams that can include any interactions people have with your business through print marketing, referrals, social media, or direct inquiries. Use journey maps to build a seamless experience for your prospects: identify where customers are, focus on the needs of people at different stages, highlight development priorities, and fix gaps between the ideal experience and the one your clients receive.

Whether you do business remotely or in person, ask yourself, “what do we want people to experience from the front door to the sale?” From direct mail catalogs to point-of-purchase displays, broadcast a consistent identity at every customer touchpoint. Develop branding style guides that dictate colors, fonts, signage, photography, and media formatting to ensure people get a harmonious, high-quality experience every time.

✓ 3. Manage Client Expectations

As every good parent knows, a successful experience starts with clearly defined expectations.

Often businesses fail to satisfy people because they don't understand what people hope to receive. When your company fails to deliver, there is an emotional impact on customers. Emotions drive future behavior, so it is crucial to manage expectations early on.

How can you do this? Begin by listening to clients and valuing their feedback. Find out what a customer expects immediately, using open-ended questions about their goals, timeframes, and anticipated results. Paraphrase their comments, ask for clarification, and be honest about what you can provide. Communicate well and often, aiming to under-promise but over-deliver. Before adding new features or services, make sure these are welcomed and priced appropriately. Add value without raising costs wherever possible, and if you need to increase prices, give plenty of advanced warning.

Finally, when something goes wrong, address it as quickly as possible. Bad customer experiences cost U.S. businesses \$41 billion a year, and 58 percent of people will tell others about a poor experience with a company. The best defense against complaints is a speedy response to questions or grievances: almost half of consumers say that the time it takes a company to respond to an inquiry or complaint is paramount to their customer satisfaction.

✓ 4. Offer Self-Help Options

While five-star personal service seems like the gold standard in sales, that may be changing. Today, 40 percent of consumers say they prefer “no-frills” self-service over tangible human contact, so smart companies should build simple, accessible service into their business model.

What does this look like? Educational content such as newsletters, tutorial videos, or “how-to” tip sheets might be a good option for some. Perhaps live chat support, FAQ pages, or express product lines will bring convenience your clients appreciate. Or, consider web-based service portals that could allow you to personally interact with customers while offering the flexibility and privacy they desire.

When using this “hands-off” approach, you should still work to keep people engaged. While offering low-touch service, entice prospects with targeted coupons, timely service upgrades, or direct mail promotions that correspond with their buying journey.

✓ 5. Prioritize Quality Over Speed

When you DO have personal contact with clients, slowing down can be the best approach for securing long-term loyalty. According to research from Gallup, customers were nine times more likely to be engaged with a brand when they evaluated the service as “courteous, willing, and helpful.” (In contrast, customers who received “speedy” service were just six times more likely to be engaged.)

Training employees to spend more time with people may seem like a productivity killer, but it pays off. Seventy percent of customers say they will continue to do business with you if you resolve their complaint, and a whopping 95 percent will do so if you can resolve their problem immediately.

Customers are forgiving, but they care deeply about being heard the first time. Since attracting a new customer costs five times more than keeping an existing client, client care should be a top priority. Increasing your customer retention rates can boost overall profits from 25 to 95 percent!



Conclusion

In a world where competitors are just a click away, customer loyalty is one of your most valuable assets.

And the results pay big dividends. The tangible outcomes of being a unique, admired company will inspire people to pay more for your products, speak favorably about you to others, and give your business a second chance when you make mistakes.

By building a business that customers love, your reputation will thrive, and your sales will too.



About Your Sponsor

Brand admiration is attainable for any company, and our team can help make this a reality for you!

When you want long-term customer loyalty, branded business printing is vital. Printed products are an essential part of your image, encompassing everything from business cards and flyers to exceptional banners and memorable promotional products.

Ready to put your name on your customer's Top Ten list this year? Whether you need a schematic design consult or tips for integrating your print and digital marketing, we'll help you express your voice in inspiring, contemporary ways.

Contact Us

Positive Printers, Inc.
3555-A Centre Circle
Fort Mill, SC 29715

803-802-3345
positiveprinters.com