Experience Training

# Rebuilding Consumer Confidence

## Coming up in this experience training module:

- ▸ Part 1: The Changing Consumer Needs

- ▸ Part 2: Identifying Consumer Barriers

- ▸ Part 3: Scenario Mapping and Building Resilience

- ▸ Part 4: Designing Product With Confidence Built-in

- ▸ Part 5: Transparency

# Rebuilding Consumer Confidence

## The Changing Consumer Needs

### A massive change in people's behaviour

- Time is very precious, people seek mindful experiences
- Digital users are now almost 60% of the world population
- Workation experiences are increasingly in demand
- Most people feel brands should use social channels to create a sense of community or support
- Channels should have a public figure to show responsibility

### The social impact

- Connect audiences by applying digital across the customer journey
- Consumers are online to connect, be entertained and to learn
- People now attend online events regularly and follow live-streams
- Consumers are influenced by their friends' social media posts

### Make that change

- Use digital to connect directly with consumers about what they like
- Become advocates of industry and community support
- You can use platforms to encourage co-creation and industry collaboration

## 5 things to focus on:

- Conscious products for conscious consumers
- Health and safety
- Local demand
- Digital e-commerce
- Efficient consumer experience

## Identifying Consumer Barriers

### Co-designing your recovery with consumers

- Involve consumers and embed their feedback
- Understanding touchpoint is critical for the best outcomes

### Surveys and consumer research

- Ask consumers again and again
- Run focus groups and surveys
- Value opinions

### Map the customer journey

- Conduct customer research, such as survey
- Identify actions, key interactions and emotions and feelings
- Communicate changes as a result of feedback

## Identify moments of truth across journeys

- **Identify pivotal moments:** find out what leaves lasting positive or negative impressions on customers and employees

- **Identify issues and opportunities:** fix potential issues and create opportunities to drive loyalty and advocacy
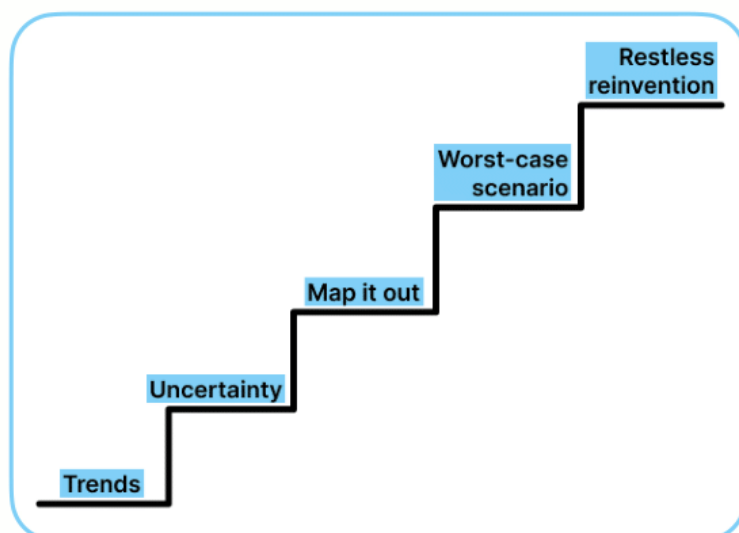
## Map the employee journey

- **Identify internal processes:** which steps are taken to support customers?

- **Identify teams and groups:** who is engaged in delivering the experience?

- **Identify tools and systems:** which ones are used to deliver the experience?

- **Identify emotions:** which attitudes and emotions does the journey evoke?



Trends → Uncertainty → Map it out → Worst-case scenario → Restless reinvention



GATHER INSIGHTS | BE READY FOR UNCERTAINTY | CORRECT ERRORS & ASSUMPTIONS | PIVOT

## Scenario Mapping and Building Resilience

### Why is this important?

- Take a series of actions that will help you put together different hypothetical situations

- Creating scenarios allows you to be prepared and ready to face changes in the market

### How to do it

- **Gather insights:** be informed on what is happening out there

- **Be ready for uncertainty:** make sure you have a clear vision of what needs to be implemented

- **Correct errors & assumptions:** make sure that every decision is supported by data and insights

- **Pivot:** pivoting can bring your business to the next level

## Designing Product With Confidence Built-in

### Communicating purpose: engage

- Be an authentic voice

- Bring authenticity through experiences

- Keep your business on top of mind

### Communicating purpose: learn

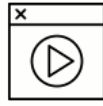- Showcase craft, expertise and USP

- Tell your story online

- Build and engage an audience on suitable channels

# How customers get information

There has been a strong increase in use of digital channels

TV advertising has had a temporary rise

# Where customers purchase

Customers buy increasingly online, e-commerce is more trusted

Physical shopping spaces are selected from proximity to home

# What customers purchase

Higher price sensitivity, general trading is down

Larger baskets, more essential goods, grocery and health products

People buy larger or smaller packs and shop less frequently

# What customers value

Customers value brands they can trust and that are making a difference

Health and hygiene are new priorities

More value for privacy, especially when it comes to online shopping

# Communicating purpose: connect

Create meaningful connections

Playful innovation and discovery

Enhance digital experiences

# Transparency

## Storytelling the local and sustainable business

Consumers are becoming more choice conscious

More consumers are seeking sustainable options if they benefit from them directly

Local business support is encouraged more

## Building trust through transparency

Address your impact

Show positive contribution

Address safety issues with transparency

Transparent pricing and revenue

# Key Takeaways

Show empathy

Tell your story

Focus on what you can do online

Co-creation at the core

Use insights into decision-making