Experience Training

Rebuilding Consumer Confidence

June 23, 2021

1. The Changing Consumer Needs

2. Identifying Consumer Barriers

3. Scenario Mapping and Building Resilience

4. Designing Product with Confidence Built-in

5. Transparency

1. The Changing Consumer Needs

A massive change in people's behaviour

- The mindset has changed and priorities have shifted with consequences that remained throughout reopening phases.

- People value every moment of their **time** - they seek mindful experiences that can enrich them and contribute to their wellbeing.

- Digital users increased: they are almost **60% of the world population**.

A massive change in people's behaviour

- People wish to pay more attention to **life's simple pleasures** and are reconsidering the role digital channels can play in enjoying them.

- People found ways to humanise digital communications. 83% of people globally feel brands should use social channels **to create a sense of community and support.**

- People are looking for **reliable idols**, they want public figures to use their platform responsibly.
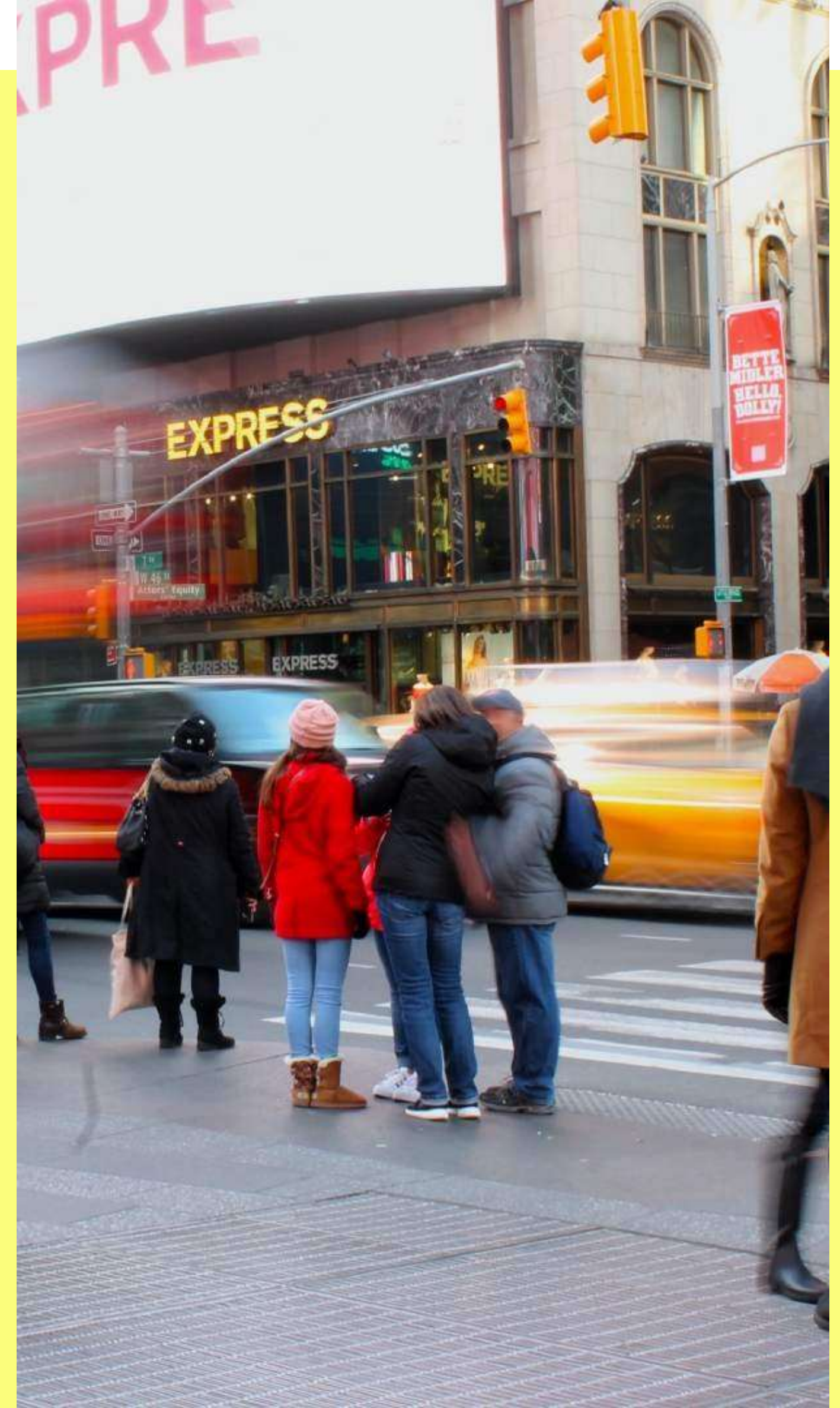
The Social Impact

- Businesses have found new ways of connecting with their audiences and thrive by applying digital across the whole customer journey.

- The consumption content related to entertainment, learning DIY increased significantly.

- Consumers are downloading apps **to connect, be entertained, learn and be informed.**

- We heard about 'armchair activism', where online actions can translate into offline change, starting from online spaces for accountability, learning and impact.

- People have evolved the way they engage with social, attending online events regularly, following live-streaming - digital can be integrated across the experience.

- Social platforms are evolving into spaces for people to co-create, not just engage.

Make that change

People are looking to find their true values: businesses have to demonstrate their engagement and investment in what is important. **Use digital to connect directly with consumers about what they care about.**

Businesses must get comfortable with the fact that whatever they say or don't could be met with criticism. **They can learn to use digital platforms as a tool for advocacy and education.**

Brands can jump into the 'good influence' trend and learn how they can **become advocates of industry and community support**.

Make that change

In this landscape, **businesses can facilitate more intimate connections with and between their customers,** through humanised customer service, empathetic communications and private experiences.

Businesses need to rethink how to use digital channels in their consumer journey and be sure they're not being regarded solely as awareness drivers.

Platforms evolve their tools and functionality to facilitate more collaborative creation. **Businesses can use platforms to encourage co-creation and industry collaboration.**

5 things you need to focus on:

1.

Conscious products for conscious consumers

As consumers are making more conscious choices, focus on those products, services or experiences that are really helpful and relevant for your customers.
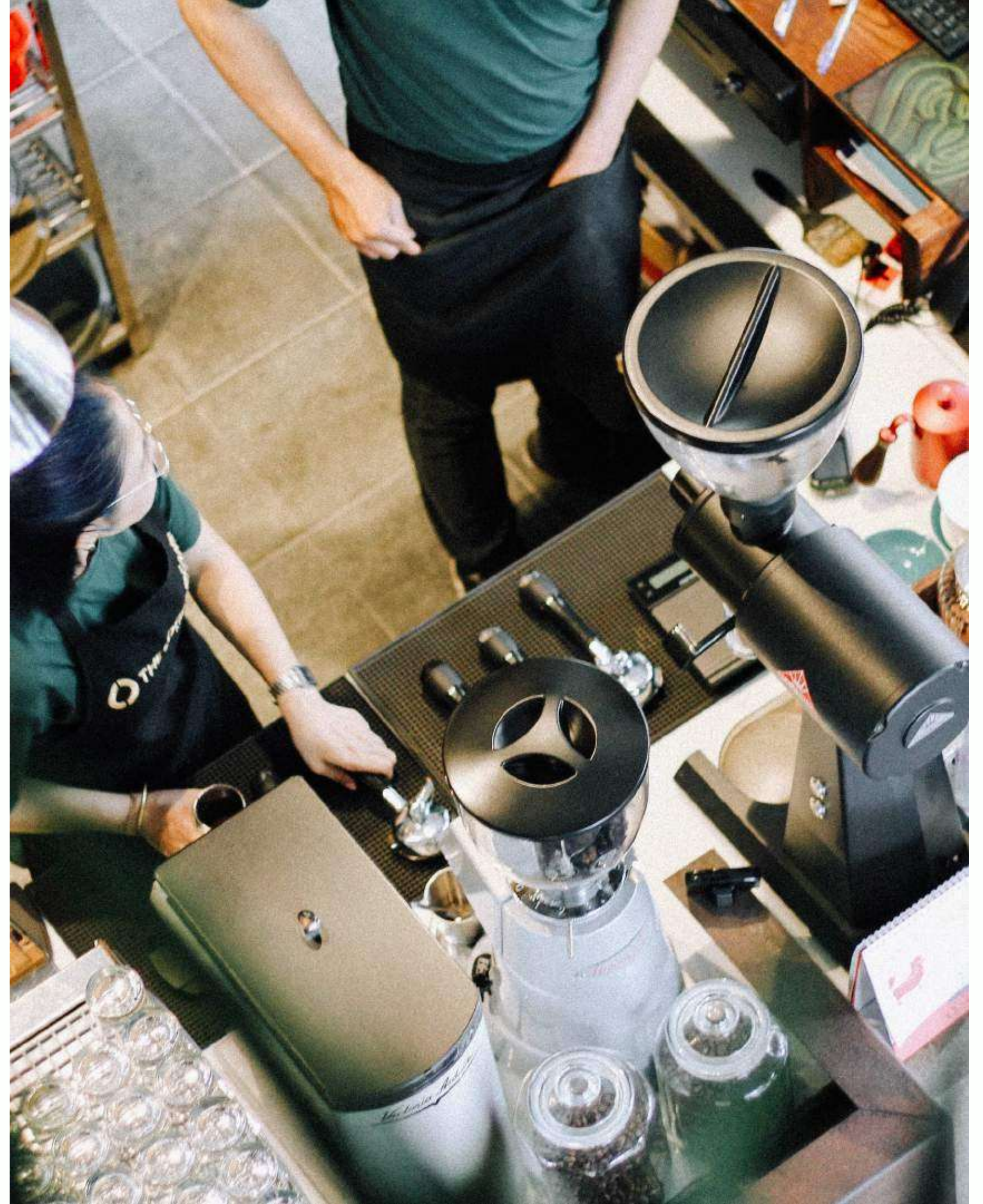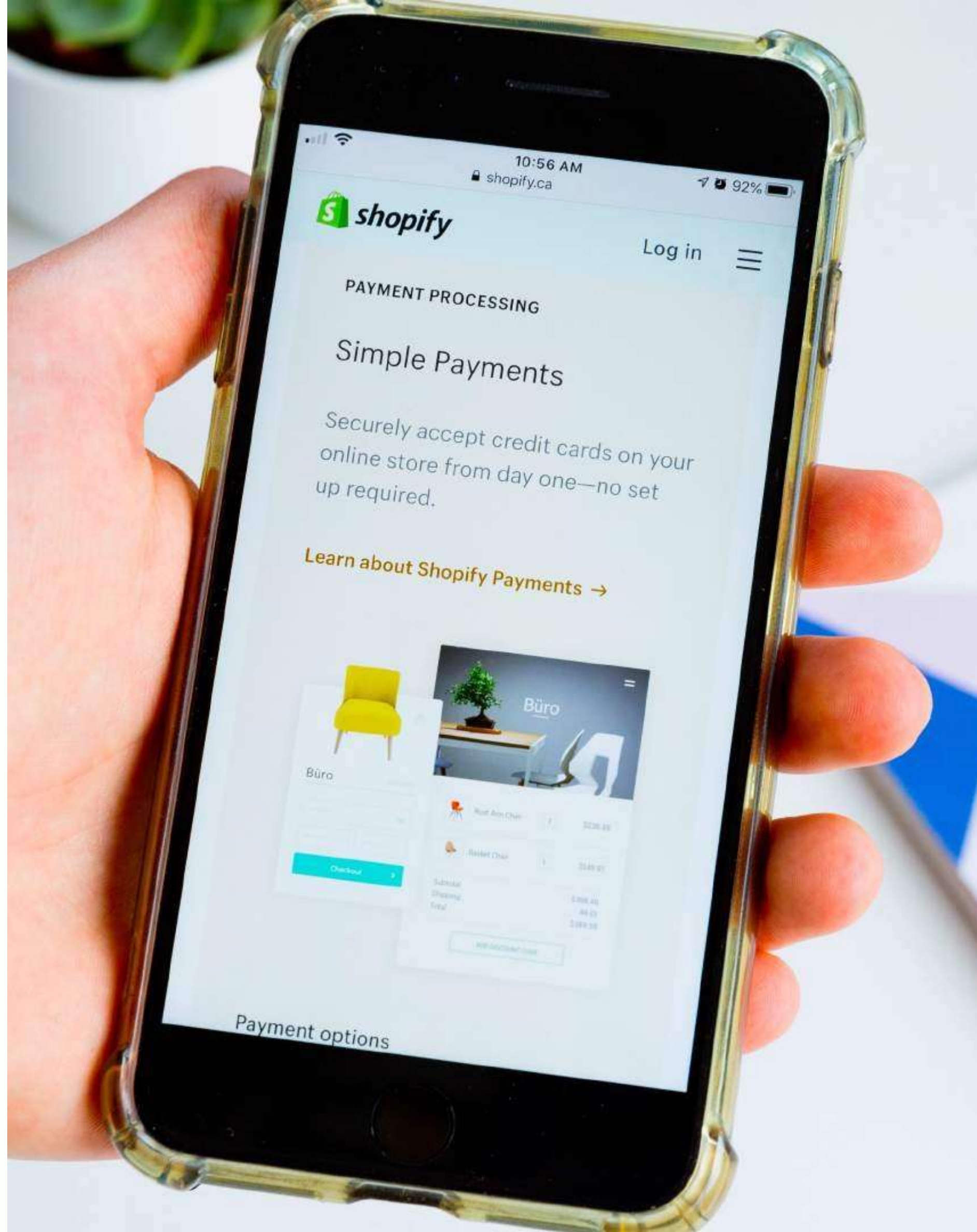
2.

Health and Safety

Whilst selling your services, focus on the safety regulations you are putting in place for customers and staff and be transparent about it.

3.

Local demand

Keep leveraging your local demand, keep delivering products that are authentic, unique and address the needs of your local community.
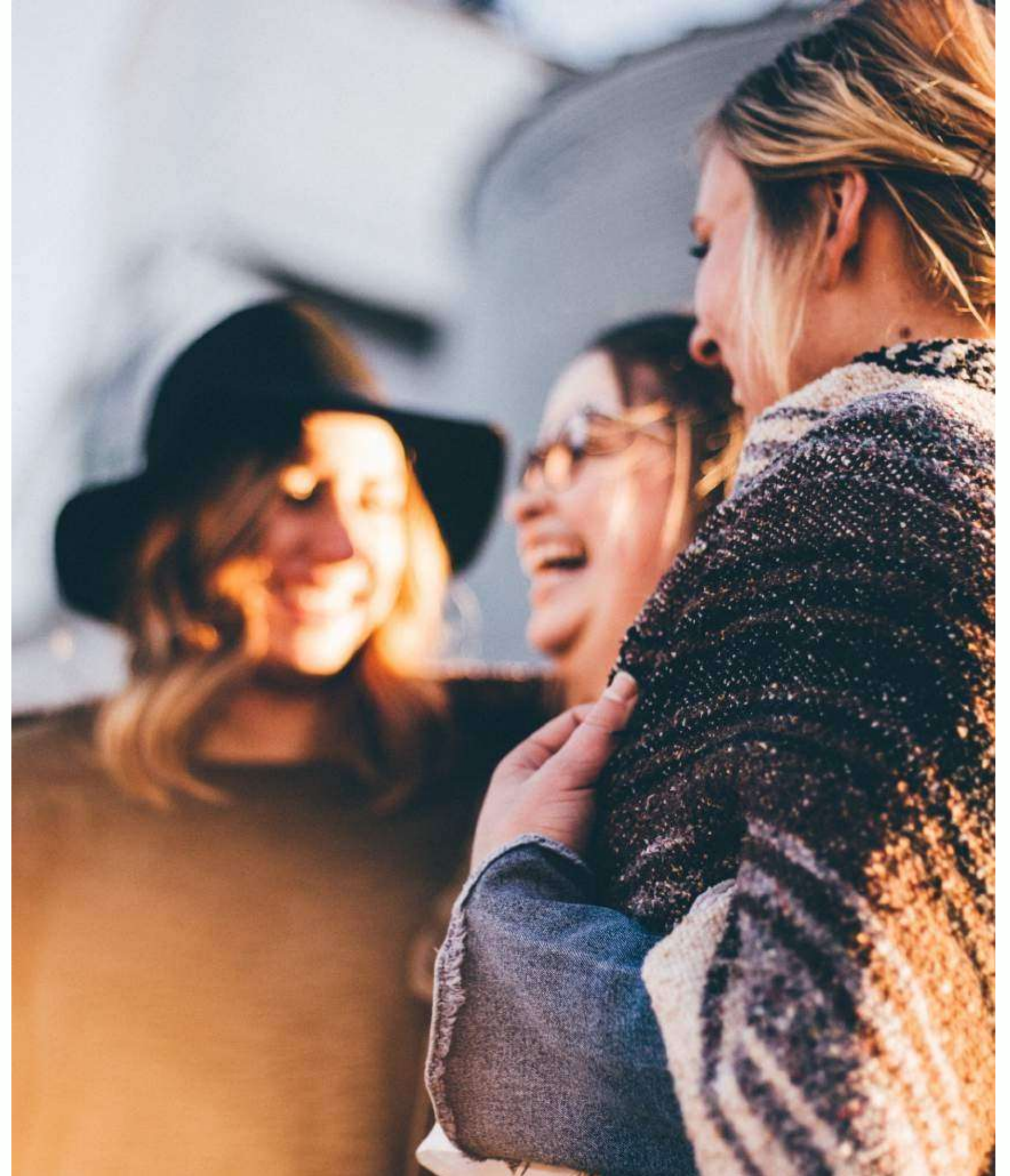
4.

Digital E-commerce

Adopting a strategy around digital channels could be a lifesaver for your business.

5.

Efficient consumer experience

Try to focus on those products or services that are easy to deliver and offer clear benefits to your customers, as well as an enhanced IRL experience.
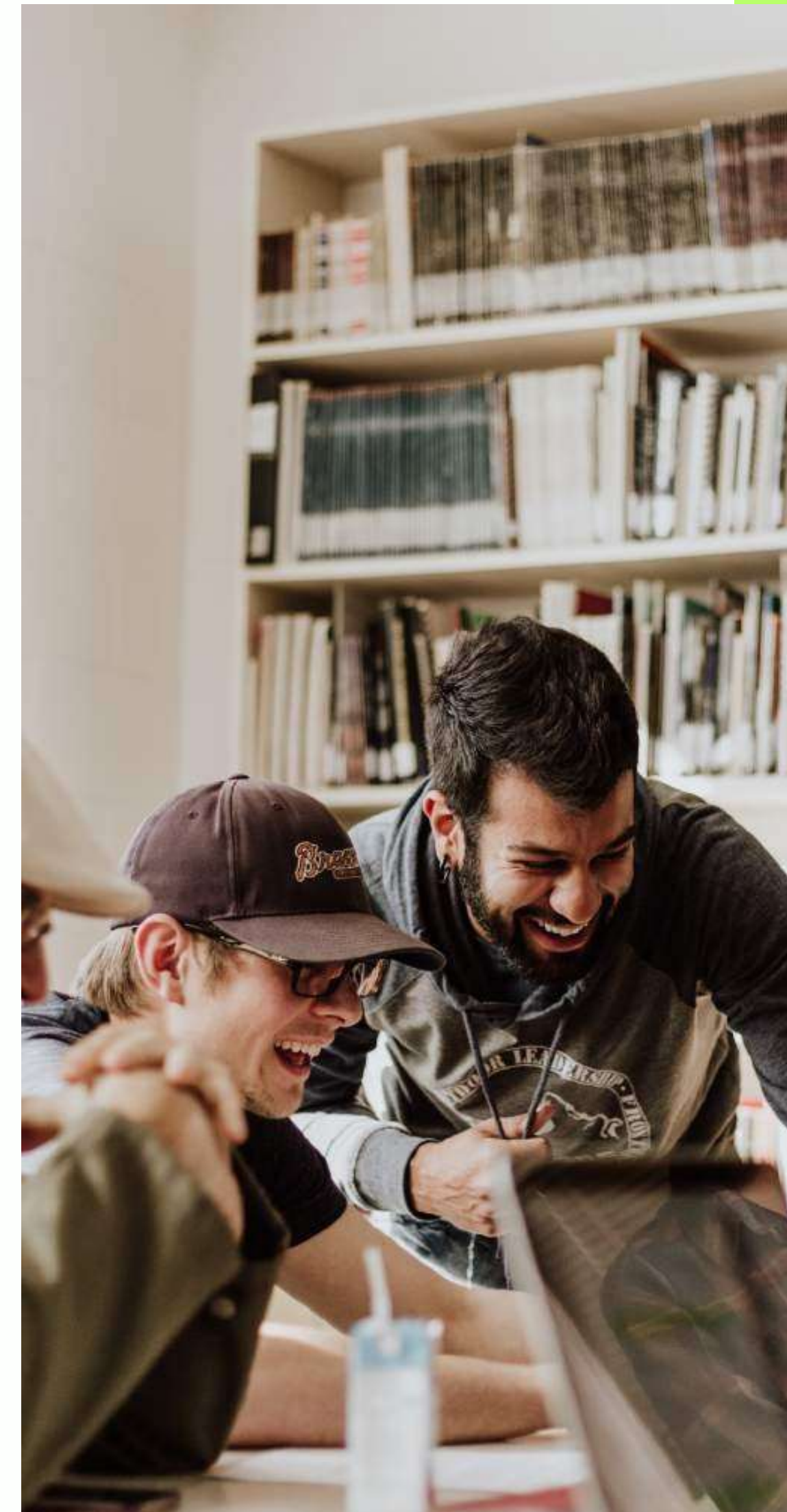
2. Identifying Consumer Barriers

Co-designing your recovery with consumers

When it comes to recovery, involving consumers and embedding their feedback can be key to success.

Don't be afraid to ask customers for their feedback: you can do it by running focus groups and administering surveys.
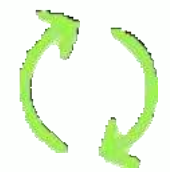
Mapping and re-designing customer and employee experience

It is very likely that with your business adopting new processes the customer and employee's journey will change. Understanding touchpoint is critical to ensure the best possible outcomes for everyone.

Surveys and Consumer Research
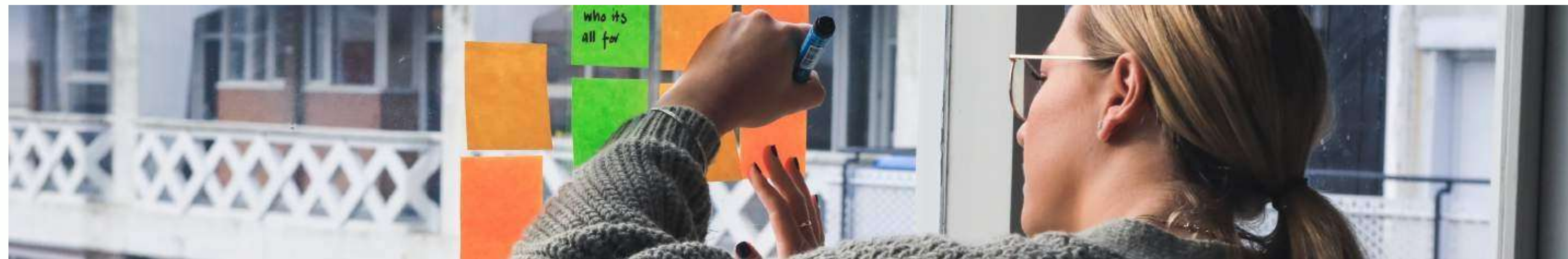
Ask consumers again and again

Run focus groups and surveys

Value opinions

Map the customer journey

Conduct customer research, e.g. survey.

Identify the actions they take; Identify key interactions; Identify emotions and feelings.

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 evokes?

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.

3. Scenario Mapping and Building Resilience

Why is this important?

- Creating a business scenario implies **taking a series of actions** that will help you put together different hypothetical situations: these situations represent possible future scenarios you may find yourself in.

- Creating scenarios allows you to be **prepared and ready** to face changes in the market, adapting your business model and ultimately thriving as a business.

RESTLESS
REINVENTION

WORST-CASE
SCENARIO

MAP IT OUT

UNCERTAINTY

TRENDS

How to do it

- **Gather insights**: be informed on what is happening out there, from new safety measures to evolving consumers expectations.

- **Be ready for uncertainty**: make sure you have a clear vision of what needs to be implemented and you are ready to tackle new challenges.

- **Correct Errors & Assumptions**: it's a learning curve that enables progress. Make sure that every decision is supported by real data and insights.

- **Pivot**: maybe this is not what you were meant to do, yet it is what can bring your business to the next level. Get ready to pivot.
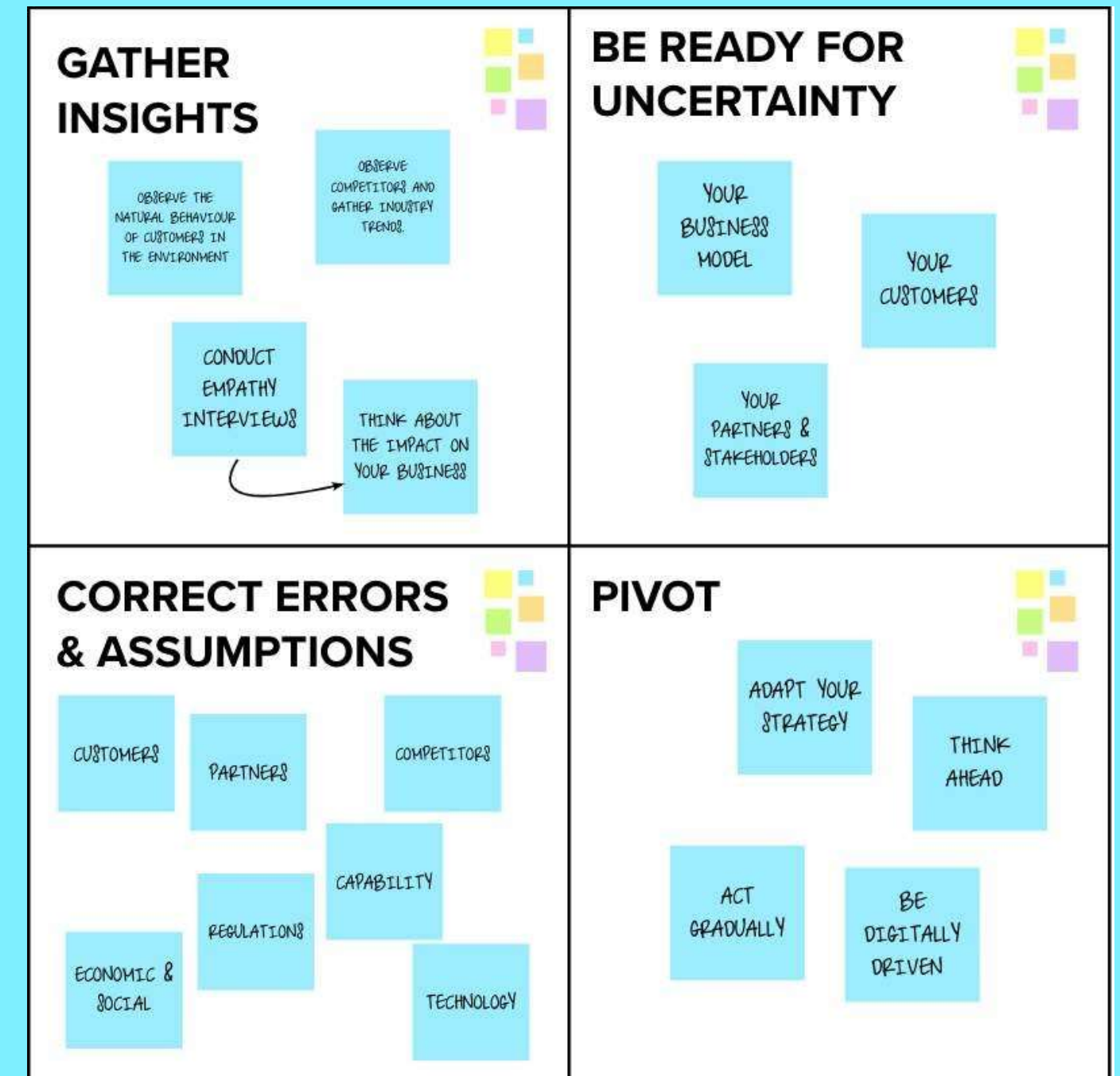
4. Designing product with confidence built-in

Communicating Purpose: Engage

Engagement has seen a dramatic rise as stay-at-home has shifted people's interests and hobbies. When engaging with customers online, try to keep an authentic voice letting them know who is behind your business.

Be an authentic voice

Bring authenticity through experiences

Keep your business on top of mind

Communicating Purpose: Learn

People spending more time at home are more interested in exploring and learning new things. TikTok shows us how Millennials and GenZ are turning to social media to have fun but also to be part of movements, follow along with other people who they admire. YouTube has seen a huge rise in people learning along with celebrities or normal people through videos.

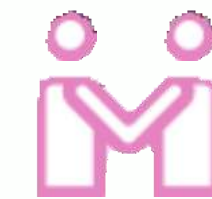Showcase craft, expertise and USP

Tell your online story

Create an audience through new channels

Communicating Purpose: Connect

There are so many opportunities to engage and connect with people online. For those who struggle to have the same number of customers, creating digital experiences can help boost engagement.

Create meaningful connections
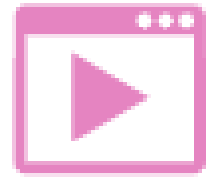
Playful innovation and discovery

Enhance digital experiences

How customers get information

- **Redefining of the channel mix** strong increase in the use of digital channels, online search, e-commerce and review platforms.

- **The decline of in-person engagement** and offline advertising, temporary rise in TV advertising.

Where customers purchase

- **Channel mix re-evaluation** customers buy increasingly online, e-commerce is more used and trusted.

- **On-the-go consumption declines,** physical shopping spaces are selected for proximity to home, increased safety, hygiene and reduced queuing.
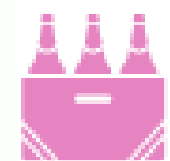
What customers purchase

- **The decline in discretionary spending,** higher price sensitivity, general trading down.

- **Basket recomposition:** larger baskets, more essential goods, grocery, health products.

- **Format polarisation:** buying larger or smaller packs and reducing shopping frequency.

What customers value

- **Customers value brands they can trust** and that are making a positive difference in the fight against the pandemic, that take responsibilities, that act sustainably.

- **Change in the hierarchy of needs:** health and hygiene as new priorities, sustainable, meaningful and local products.

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

5. Transparency

Storytelling the local and sustainable business

- **Consumers are becoming more conscious about their choices** and the impacts of such choices on the environment, communities and economies.

- An increasingly **higher percentage of consumers are seeking more sustainable options**.

- People have rediscovered **nature-based experiences** away from crowds.

- Altruism and solidarity have encouraged the **support of local businesses**.

- Choose to **travel closer to home**, to explore more about their destination.

See examples in Mural

Building trust through transparency

- **Addressing impact**: show the direct or indirect impact of your actions on society and the environment.

- **Showing positive contribution**: clearly show customers and stakeholders the positive contribution of your activities.

- **Addressing safety issues with transparency**: clear communication is a must. Best to address issues openly and give precise information to guests.

- **Transparent pricing and revenue**: this is beneficial for all customers, stakeholders and employees in building trust.

Best Practices

Access all case studies on the mural

Takeaways

1. Show empathy

2. Focus on what you can do online

3. Co-creation at the core

4. Tell your story

5. Take bold decisions

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