

Change the Narrative**Redefine your journey to Stay Relevant!**

As a customer centric brand, it is imperative to understand the customers' mindsets and what they expect from the brand. Why does the customer need your product, what problem does it solve and what need does the product fulfil? There's a need to build and implement the right strategy to stay relevant to your customer in today's context. The desired strategy needs to be backed by the right technology to build a connected CX.

Resource of the Month**The Virtuous Cycle of Customer Feedback**
Collect > Analyze > Act > Repeat

Capturing the voice of customer provides brands a way to increase customer engagement, customer retention, innovate faster than the competition, create brand advocates, and increase ROI.

[Read More](#)**Featured Product of the Month**

Collecta

Sentiment to sales

Capture, analyse & action Voice of Customer



Feedback



Survey



Poll



Review

[Read More](#)**Brands Speak**

"In competitive times like today, Customer Retention is the key. Easyrewardz Collecta has served as an intelligent feedback platform for our brand. It has helped to gather feedback across multiple customer touchpoints, providing real-time analysis. Collecta has enabled us to capture sentiments of our customers and improve their overall loyalty index and satisfaction. Team ER has been very helpful throughout our integration journey. We are extremely happy to be associated with Easyrewardz!"

Tushar Ahuja
CRM Manager
The Body Shop

Industry Insights**77%**

customers view brands more favourably if they proactively invite and accept customer feedback

(Source: Microsoft)

50%

customers look at reviews, while only 34% are focused on deals and discounts

(Source: ReviewTrackers Online Reviews Stats and Survey)

In Conversation With

In my book "Marketing in a Digital & Data World" there are 3 opening quotes from people I look up to as leaders who defined Customer-Centricity - Peter Drucker, Steve Jobs, and Jeff Bezos. Quoting Steve Jobs "You have to start with the Customer Experience and work backwards to the technology" and relating it to the recent pandemic, it simply accelerated a trend that had already begun before the pandemic. M & E-commerce, digital payments and customer data and insights coupled with AI have simply changed the way we market. So, if you were customer-centric you would simply customize your solution to meet this growing consumer need, there is no option.

**Brian Almeida**

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