MJ Experia Marketing Say CEM Leads To A Positive Brand Perception

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MJ Experia Marketing say that focusing on Customer Experience Management (CEM) has become crucial to remain competitive in today's challenging economy. 68% of businesses follow the trend to a well-developed CEM strategy this year.

According to recent figures published on Fonolo.com, 68% of businesses feel that CEM will be their primary investment target for 2014. Matt Wassall, managing director of MJ Experia Marketing, encourages businesses to focus on the customer experience and develop a great relationship between the consumer and the brand in order to enhance a positive brand perception. "Nowadays, a brand needs to deliver constantly a great experience to their customers in order to increase loyalty and revenue," explains Matt Wassall of MJ Experia Marketing. "This needs to happen consistently throughout all channels."

The customer experience has become a crucial differentiator in today's competitive marketplace. In fact, according to the results of a CEI Survey published on Forbes, 86% of buyers would pay more to receive a better customer experience. "CEM is defined by the way consumers perceive a brand," explains Matt Wassall of MJ Experia Marketing. "It is about how their relationship is with a specific brand. This perception is created at every single touch point a brand has with the consumer," adds Matt Wassall. A recent McKinsey study confirms that 70% of buying experiences are based on how the customer feels they are being treated.

Many businesses still seem to struggle when determining what their customers' expectations are. "Exceeding expectations is what creates the WOW factor and this is what makes customers come back. Brands need to find a way to personalise customer service," says Matt Wassall. "CEM means seeing the customer as an individual and not as a number."

MJ Experia Marketing, one of Britain's leading outsourced sales and marketing firms, is based in Birmingham, West Midlands. The firm advises and assists their clients to effectively focus on CEM. MJ Experia Marketing provide an outstanding customer experience when promoting products and services on a face-to-face basis. The firm's sales force meets with potential customers in person on behalf of the promoted brand. "What differentiates us from others is that we strongly focus on leaving every single customer happier than we found them," says managing director Matt Wassall. MJ Experia Marketing focus on a smile, a chat, and they are there to explain and answer questions to consumers. "We make sure that everyone we speak to gets excited about the brand we are promoting. We look after customers and show that we care," explains Matt Wassall. In addition to that, the firm's sales force passes on the relevant feedback received from consumers to MJ Experia Marketing's clients, so they can act and get in touch directly to further personalise the experience.

MJ Experia Marketing have a great track record of providing an excellent customer experience and have increased their clients' customer retention by 32% in 2013. This has led to increased revenue and the offer to expand into further markets. This is a remarkable result as an article by Emmet and Mark Murphy shows. A 2% increase in customer retention has the same effect as decreasing cost by 10%.

The importance of CEM is expected to increase. The Customers 2020 Report reveals that by 2020, the customer experience will overtake price and product as the key brand differentiator.

Sources:
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http://fonolo.com/blog/2014/02/20-important-customer-experience-statistics-for-2014/

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