



BUILDING  
ADVOCATES  
WITH

*Customer  
Experiences*



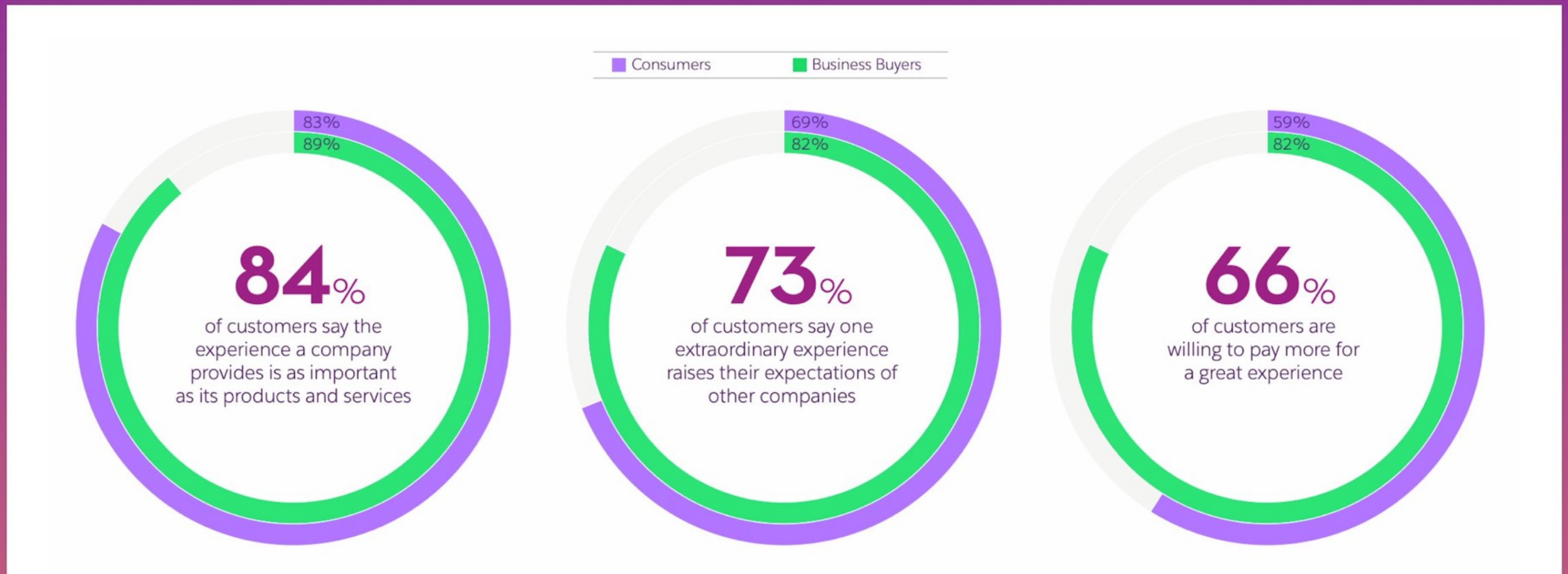


# Monterey

POP FESTIVAL



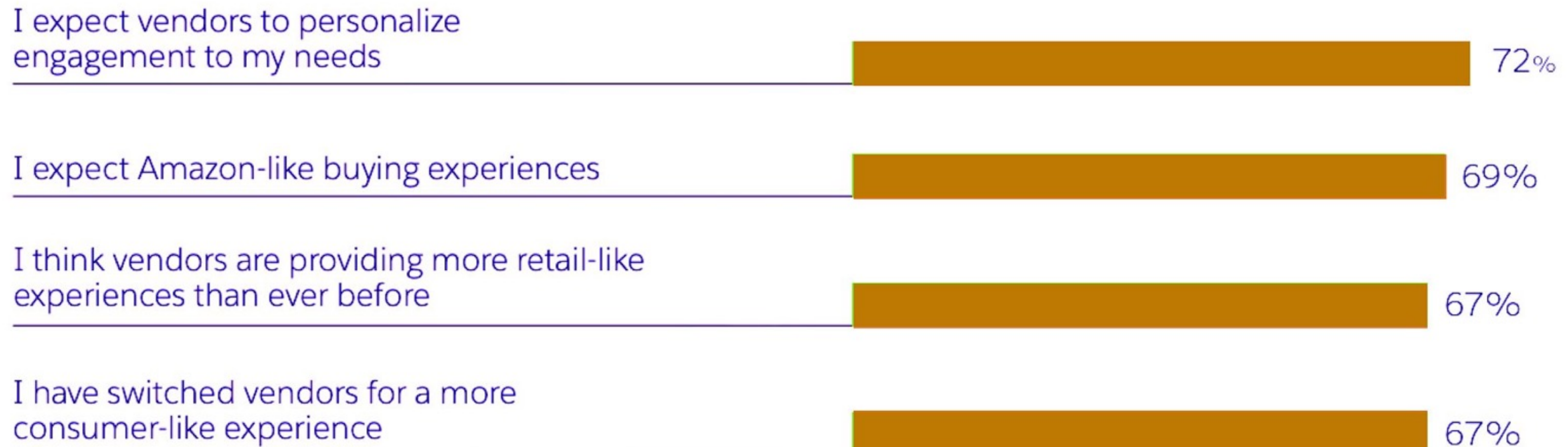
# The experience is the product.





# B2B is *not* exempt.

## Percentage of Business Buyers Who Agree with the Following





# Tailored engagement crosses channels *and* departments.

78%

prefer different **channels**  
based on their context

78%

expect **consistent**  
interactions across  
departments



# Artificial intelligence will end the concept of “one” customer journey.

A large purple circle with a white border, containing the text '87%' in a large, white, bold, sans-serif font. Below the percentage, the text 'believe AI will transform their expectations' is written in a smaller, yellow, sans-serif font.

87%

believe **AI** will transform  
their expectations

A large purple circle with a white border, containing the text '59%' in a large, white, bold, sans-serif font. Below the percentage, the text 'are already open to AI that improves experiences' is written in a smaller, yellow, sans-serif font.

59%

are *already* open to AI that  
**improves** experiences



# High performing marketing teams measure success differently.

1.4x

more likely to track  
customer **satisfaction**

1.9x

more likely to track  
customer **lifetime value**



# How?





A large crowd of people is gathered at what appears to be a concert or festival. In the center, a tall, complex metal scaffolding structure is visible, with numerous people sitting on its various levels and beams. The crowd extends far into the background, filling the lower half of the frame. The entire image has a purple color overlay.

*Get  
in the  
crowd.*

Audit your  
customer  
experience.



# Be the customer. Find the snags.

## Marketing

Emails  
Retargeting Ads  
Direct Mail

## Sales + Renewals

Phone Calls  
Emails  
Quotes

## Service + Support

Service Requests  
Support Questions  
Returns



# Have consistent, unbiased conversations with customers.

**Less** focus groups and surveys.  
**More** conversations **more** often.

Build a **community** (if you can).

Talk to **everyone**: prospects, customers, lost opportunities, attritted customers, advocates, and #haters.





# Research makes magic happen.

**Intercom** discovered a common story for prospects seeking a new customer service solution.

By applying research findings to marketing narratives, basic landing pages became immediately **relevant**.







BACKWARDS

# *Stratocaster*



# Find unusual patterns in internal knowledge silos.

*Sales + Support*

How are customers going **around** the snags?

*Website Analytics*

Do any navigational paths **surprise** you?



A person wearing a cowboy hat and a plaid shirt is playing an acoustic guitar. The image is overlaid with a semi-transparent purple filter. The word 'Awesome' is written in a large, white, cursive font at the bottom. Above it, the text 'Make customers feel' is written in a smaller, white, sans-serif font.

Make customers *feel*

# Awesome



# Empower employees to create **shareable** moments.

Advocates share because they feel **smart and capable**.

**Design your touchpoints** to recognize and generate these moments.

**Gauge** customers' expertise and **document** it internally.

Help customers achieve *their* goals.

Make your touchpoints **valuable** across every department.



# High performers collaborate.



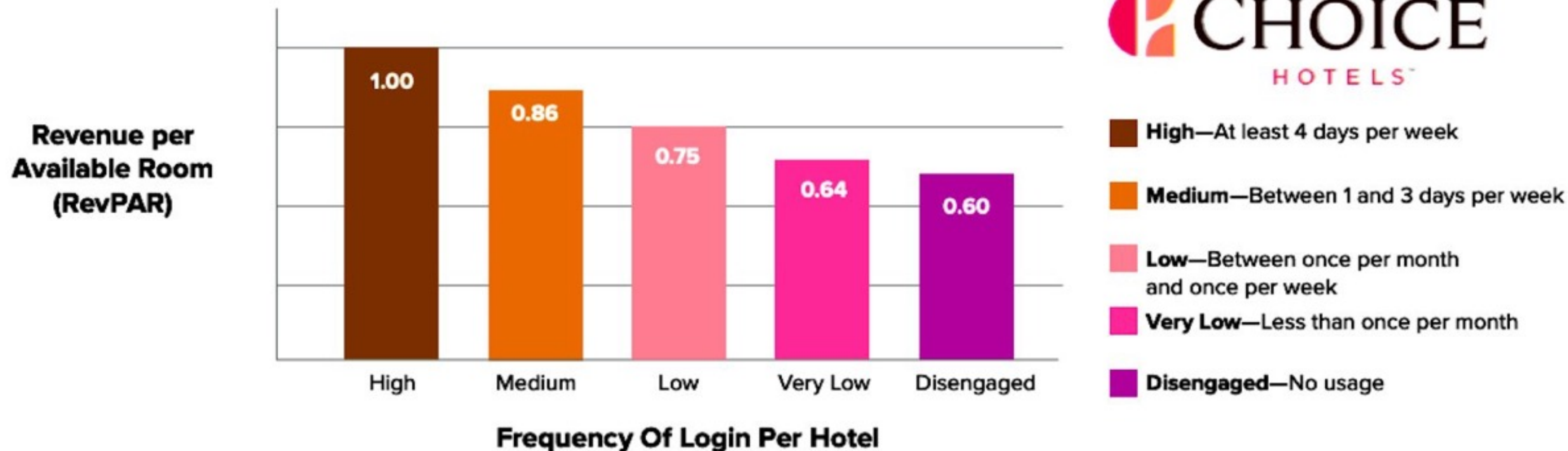
3.7x

more likely to be  
**very satisfied with  
collaboration** across  
departments

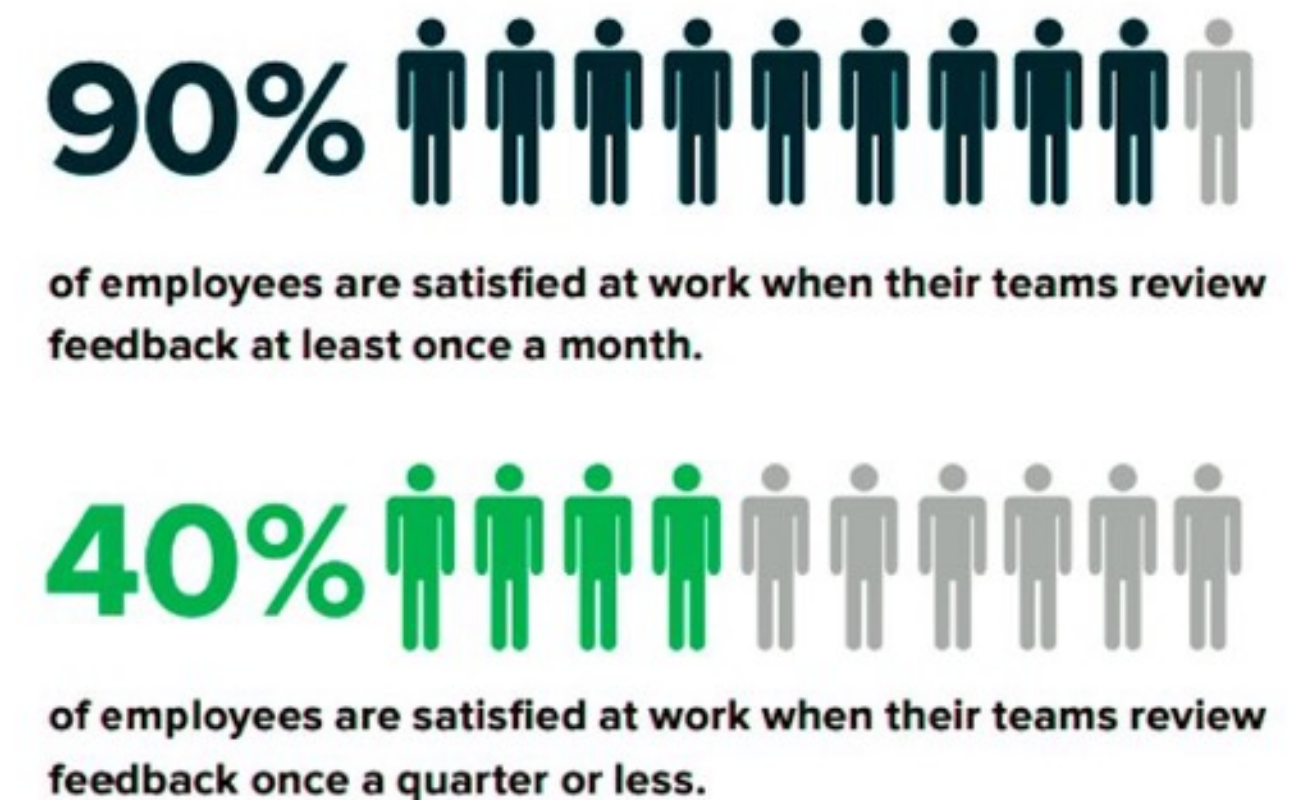


# High performers leverage feedback.

## HOTELS THAT ACCESS FEEDBACK REGULARLY SEE GREATER REVENUE



## TEAMS THAT REVIEW FEEDBACK FREQUENTLY ARE MORE SATISFIED





# Alignment makes magic happen.

**Clearbit** saw huge conversion rates on a freemium *welcome* email through collaboration.

**7.3% Conversion (Marketer)**  
**3.6% Conversion (Developer)**  
**1.8% Conversion (Sales)**

Welcome to Clearbit - Let's build something!

 **Matt Sornson**

to me ▾

Hi Phoebe,

Thanks for trying Clearbit! Let's get you started.

## Try

You can test out the Enrichment APIs in seconds.

```
curl 'https://person-stream.clearbit.com/v2/combined/find?email=rob@clearbit.com' -u $CLEARBIT_KEY:
```

We also have a [lookup](#) page as another way to make your first call. We won't judge if you run your own email first. :)

Need to run a larger batch? We built a nice [Google Sheets Add-On](#) for just that.

## Read

Dive in and learn about the [Enrichment APIs](#), or explore a huge amount of company data with the [Discovery API](#).

## Build

Let's rock it. Check out our [integrate portal](#) to get started in your favorite language.

You can also see all of our pre-built integrations [here](#).

That's should be enough to get you started, but if you have any questions you can reply directly to this email.

Welcome to Clearbit! We're stoked to have you.



A person is seen from the back, wearing a light-colored poncho with fringe and a red headband. They are looking out over a vast, dense crowd of people at what appears to be a festival or concert. The background is filled with many people, some holding up phones or cameras. The overall atmosphere is one of a large-scale public event.

# Star-Spangled

BANNER





How do we

Start?



# Experiment to **maximize** the value of each touchpoint.

Find a **measure** of success: feedback, reviews, NPS, etc.

Document **critical, non-negotiable internal rules** that can't change.

Then, empower each employee to experiment freely and **without fear**.

Measure, review, and **repeat**.



# Human-centered experimentation makes magic happen.

**Americollect** experimented with a different way of debt collection: *being nice*. Their slogan is “Ridiculously Nice Collections”.

NPS Score: **71**

Client retention: **99%+** over last 5 years  
**60%** of their staff were originally *debtors*





# Great experiences make people feel understood and empowered.

**Research** tells you what this feeling *looks* like in action.

**Data and experimentation** tells you what this feeling *sounds* like in context.

**Collaboration** reveals how you can *scale* the feeling across touchpoints—generating **advocates**.









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