

The Importance of Aligning CX with Marketing

PeopleMetrics presents

CX Secrets with Sean McDade

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Video Transcript

Hello everybody! I'm Sean McDade, Founder & CEO of PeopleMetrics, and I'm writing a book called *40 Lessons from the Voice of the Customer Frontlines*. What this video series is, is some ideas that I've been getting while writing this book that may or may not find their way into the book, but I really want to get out there for everybody to think about.

The idea that I want to share with you today, and want you to think about, is your advertising and marketing versus your customer experience. There's a lot of money and resources spent on creating wonderful advertising, messages and visions within customers' minds both online, in print, on television - on what an experience is going to feel like and look like.

You've all been to hotels and other places, like restaurants, that provide incredible pictures and a feeling on their website - and then when you get there, it doesn't quite feel that way, right? And you feel like, "Wow - what they set my expectation for is very different than what the actual experience is." And that's an extremely dangerous place to be. Because what happens when that is incongruent, meaning the expectation set by the marketing and the actual experience, is that people will, first of all, not like it - they won't come back; and more importantly, they're probably going to go online and share it with the world.

One of the things that we talk to a lot of our clients about is how important it is to bring customer experience together

with marketing; and in a lot of clients it lives in the marketing world - because the way you're positioning yourself, the way that you're giving customers an idea of what they're going to expect, has to be exactly congruent with what they do experience, or they're never coming back.

These two things should be highly aligned - so you should be designing your customer experience in a way that you can deliver it consistently through whatever channel you happen to be in - if you're in multiple channels, the website experience should be consistent with the in-person experience should be consistent with the contact center experience. And your advertising and messaging should be consistent with that.

That's why we're saying that customer experience is all about consistency across every channel; as well as your advertising and positioning. Don't let your advertising agency position you in a way that you can't deliver, because customers will not be happy and they won't come back and you won't get the ROI from your program.

That's a quick thought from our book - look forward to seeing you soon!

Watch this video:

https://hubs.ly/H0b3s_q0

Watch the next video in the series:

<https://hubs.ly/H0b8zCV0>

Talk to PeopleMetrics about your Voice of Customer program:

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