

ENERGISE ENGAGEMENT

Five steps to a compelling customer experience

Create immersive, bespoke and highly personalised experiences, supporting every stage of your customer's journey and translating complex products and solutions into compelling outcomes that drive revenue.

Time to bring your products and solutions to life.



Over 90% of B2B teams transitioned to a virtual sales model during and post covid, yet almost half feel getting face-to-face with buyers is more effective.

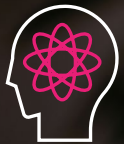
Bridging this human gap can be instrumental in the fight to stand out in an increasingly competitive and crowded business landscape.

Seamlessly blending the physical and the digital by harnessing the power of innovations like augmented and virtual reality can open the door to creating inspiring, unforgettable, interactive, immersive experiences that can bring the benefits of complex solutions vividly to life for buyers.

This not only creates a much stronger connection between your customer and your business, but also provides a great opportunity to gain deeper insight into the needs of your customer and – perhaps even more importantly – your customer’s customer, helping you to craft more effective solutions.

So how can you create a highly personalised, effective and inspiring customer experience? We’ve outlined five key elements to help you make a deeper connection.

DEPTH OF CUSTOMER UNDERSTANDING IS KEY



68%

of buyers say vendors demonstrating a strong knowledge of their company was a major influence in their choice of partner.



71%

of buyers will buy if they see personal value in a B2B purchase.

**COULD YOUR CUSTOMER EXPERIENCE
BE MORE CUSTOMER-CENTRIC?**



Get in touch for a free Quick Start assessment from one of our CX specialists for potential improvement areas.
[CLICK HERE](#) to set up an introductory call and book.

1 Start the experience before they arrive

Preparation is everything. Deliver an inspirational and compelling reason to attend.



Personalise the agenda around customer needs and challenges

From invite to welcome, heighten engagement through cleverly automated and targeted content that builds around your customer and supports every step of their visit.



Set the bar high with an innovative invitation

Don't invite customers to an innovative experience or event with a business-as-usual invitation. Excite and engage with innovative techniques and technology to immerse them in the experience that awaits, while delivering practical details of their visit along the way.



Save some surprises for the day

Deliberately provide minimal (but engaging) teaser information, based around the problems you're going to help them solve, to create intrigue and excitement, setting the tone for the visit.



TOP TIP: Consider **AMPLIFYING THE EXPERIENCE** by using the invitation as a means of unlocking a part of the experience, or pre-load customer details to interact with an automated welcome screen.



2 Welcome them with the 'wow' factor

Tell me I'll forget, show me I'll remember, **involve me I'll understand.**



The first touchpoint is just as important as the experience itself

Make sure every part of the experience personalises and adds value, including the entry and sign in – why not even have their favourite drink waiting for them?



It's not just about digital

Remove the over-reliance on passive, screen-delivered content. Remember, they've come to a physical space for a reason. With 93% of communication effectiveness determined by non-verbal cues, consider physical objects, demonstrations and installations that support your messages and immerse your customer in interesting ways.

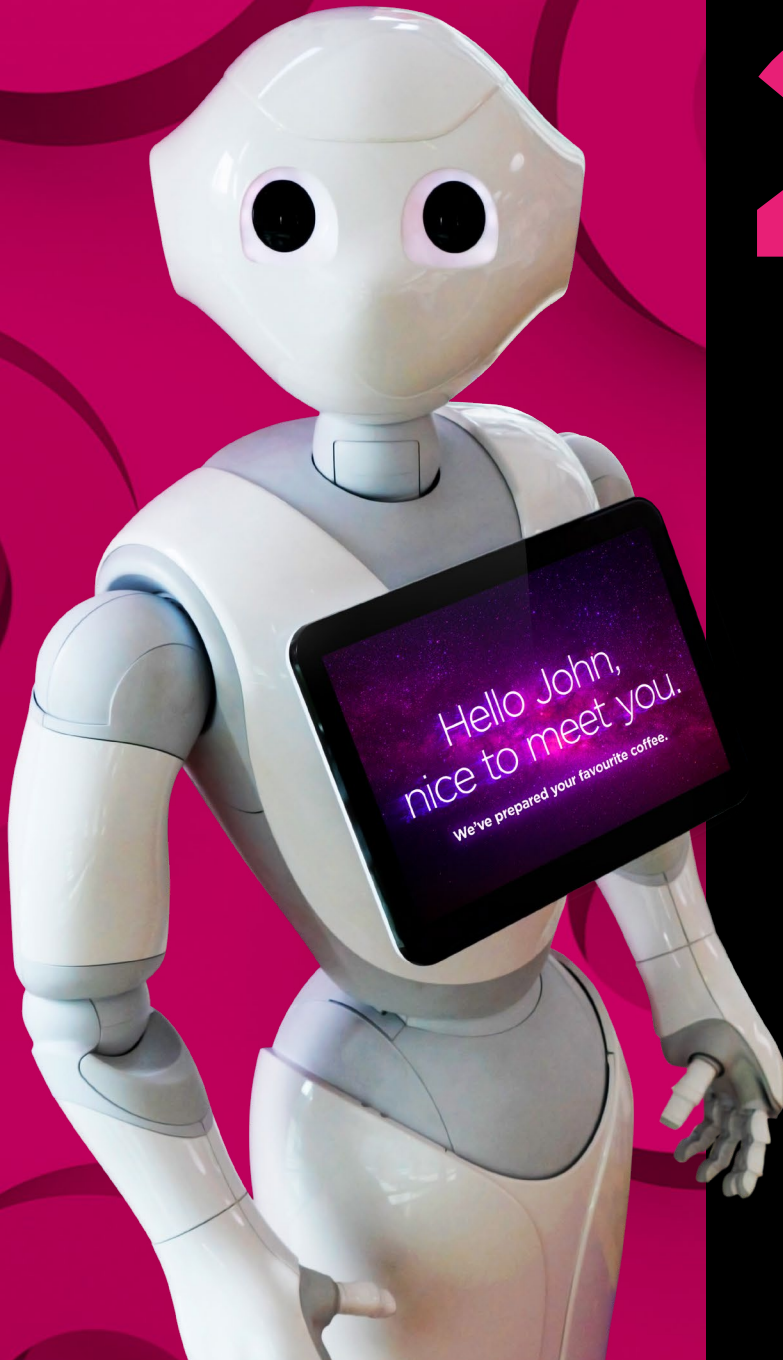


Use your own tech to deliver innovation

Don't just **tell** customers how it works, **show, and involve them.** Think of new, interesting and creative ways to bring outcomes to life, with your products or solutions acting as the enablers while supporting the story.



TOP TIP: A great experience is the sum of all parts. Whether it's a product showcase or community engagement, the real art is to **USE EVERY TOUCHPOINT** to create the sense that every journey is individual and personalised.



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Offer a personalised journey for every customer

Companies that personalise marketing and sales more closely to the **individual customer** are more likely to gain market share.



Involve the customer at every stage

Make the journey interactive wherever you can with a mixture of guided and self-guided content, so customers can control, influence and experience the story suited to their unique aspirations.



Tailor your story to the audience

9+ people are involved in the average B2B or large contract buying journey. Content that suits a CEO won't necessarily suit an IT or Ops Manager. Think of it like UX, considering every possible pathway and outcome to inform and support your content strategy.



Put the customer firmly at the heart of the experience

Make every customer feel like the experience is built around them - customise presentations, integrate their branding, use their language, their environment, their customers and absolutely avoid generic conversations.



TOP TIP: Always remember that **CONTENT IS KING**. So, focus on content first, then consider the best way to bring it to life. All the technology in the world isn't going to convert customers if it's not telling the right story.



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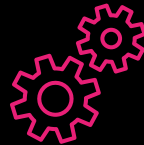
Humanise and simplify complex products and solutions

Focus on the business challenges your solutions will solve specifically for your customer, and get them hands on.



Challenge misconceptions and shift mindsets

Emotional connections create lasting impressions. Draw on mega trends, game changing innovations and your own unique stories to transport customers away from day-to-day and open their minds to new opinions, ideas and ways of thinking before exploring possibilities together.



Move away from a traditional product focus

Your 'experience' should help the customer see how your products can help solve their problems. Create outcome-led interactive scenarios that allow customers to explore different challenges simply and clearly.



Put your products in their hands

It's a well-known fact that you're more likely to buy something if you can try it first, so resist one-way presentations and think of every way possible to draw them into a collaborative experience through their lens, not yours.

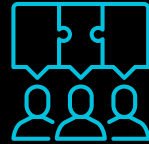


TOP TIP: Immersive, interactive 'Day-in-the-life' scenarios offer a **POWERFUL PLATFORM** to help your client see the potential of your solution through the eyes of their customers, employees and related stakeholders.



5 Be flexible, future-proof and functional

Create an experience that can be adapted and evolve for the changing needs of current and future customers.



Deliver a seamless and intuitive customer journey

From hot-houses, workshops and demonstrations, to live prototyping and immersive innovation, your space needs to actively encourage and adapt to cultivate collaboration, seamlessly evolving around the conversation in the room.



Design applications in a flexible, modular way

Remember, tech ages quickly, so stay current by ensuring components of your system can be updated where relevant (and possible), without having to rebuild the entire platform from scratch.




Keep the future front of mind

Just as tech changes, so does the market and your customer needs. So, periodical reviews, use-case tests and continuous refinement ensure credibility, accuracy and longevity, while giving a reason for your customers to keep coming back.



TOP TIP: CREATE AN EASY-TO-USE BACK-END CONTENT MANAGEMENT AND/OR AV SYSTEM, ensuring that your story, offerings and case studies are easy to update, and as current and relevant to the sector as possible. Reducing the need for ongoing external support.





YOUR
USUAL
JOHN?



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Take an extra step:

Always go above and beyond
the expected



Surprised? Getting extra value always delights customers and can make all the difference – like the unexpected extra tip we’ve delivered here. A brilliant customer experience is more than great technology, the best interior design and the best content. It’s the sum of all these parts, seamlessly built with your customer at the heart. So always go the extra mile to personalise and leave an impression that lasts long after they’ve left physical experience.



NEXT STEPS...

At JPC, we partner with large, complex businesses to create deep, personalised customer relationships, giving businesses the human edge they need to simplify the buying process, stand out and accelerate growth.

So, if you’re struggling with any of the challenges we’ve outlined in this guide, or you want to challenge us to help you create an immersive, connected experience that’s guaranteed to drive results for your customers, please **get in touch with David Gray.**

