



3 loyalty hacks to keep customers coming back

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Contentsquare



Hello 🖐️



James Fearne

Director of Customer
Success



We make it easy to action experience insights

One platform to align teams.
Highly visual, with fast insights so you can
act with speed

- Increase conversion
- Eliminate friction
- Improve retention
- Improve NPS

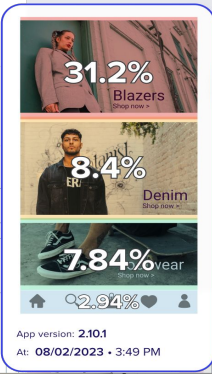
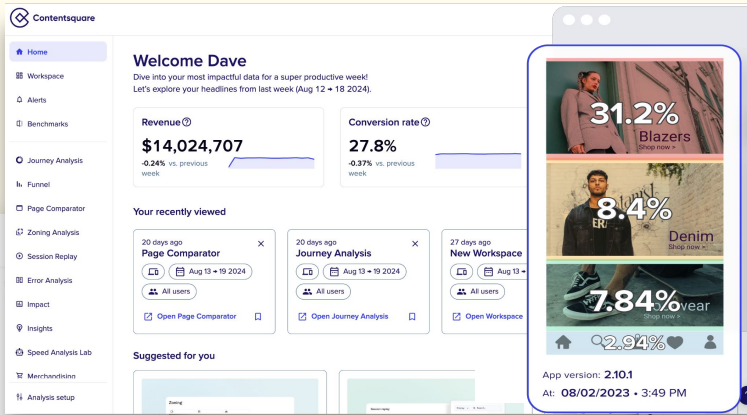
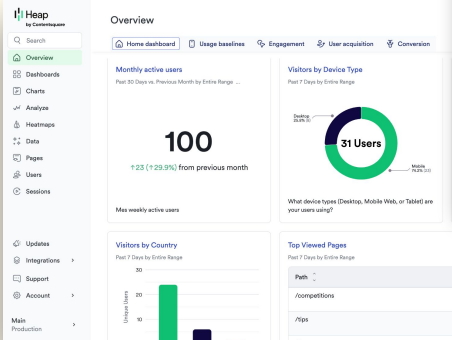


We've been on a journey...

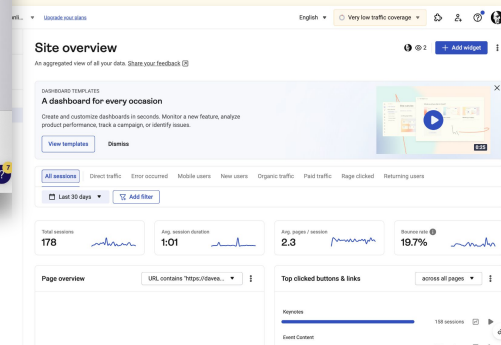
The dream team of experience platforms

Immersive Visualisation, One Click Insights

Multi-User, Multi-App



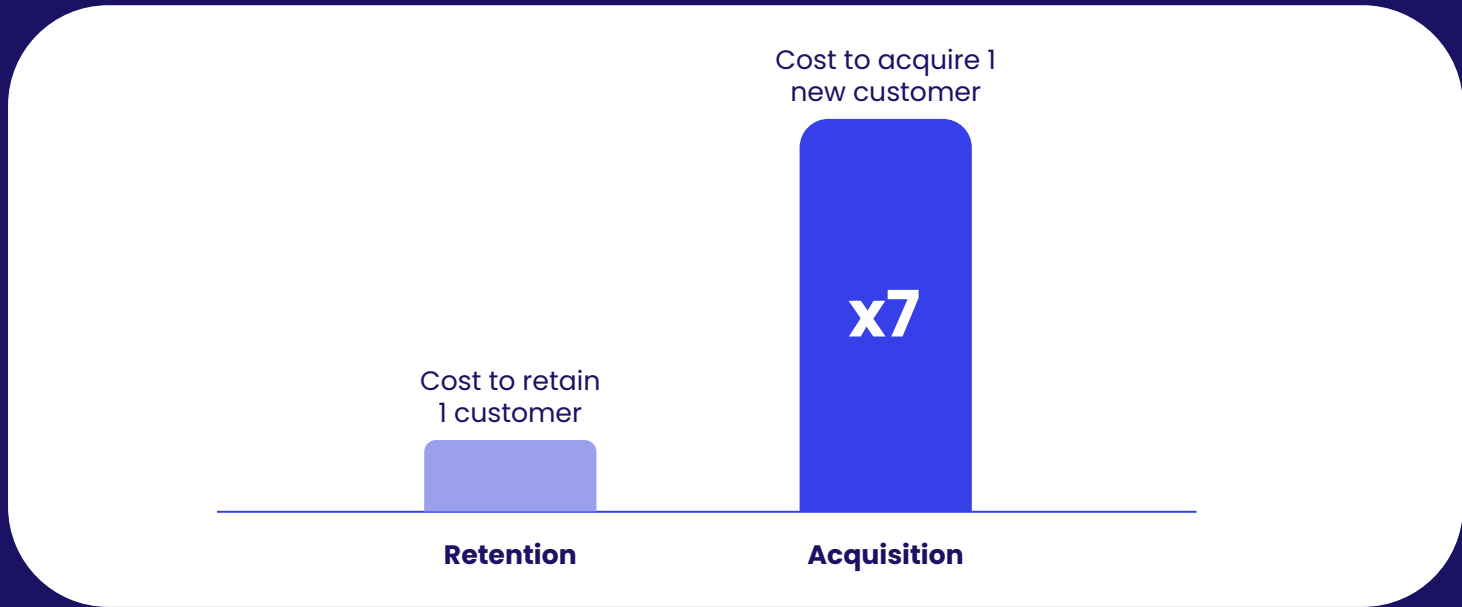
VOC and Surveys





**So loyalty.
Why does it matter?**

Returning customers cost a lot less



Plus, they're more likely to convert

The probability of converting an
existing customer is

5x

Higher than a new customer

Not quite.



67%

**of UK consumers are less loyal
to brands now than they were 2
years ago**

I keep hearing the same things



**Chasing conversion
on every visit**



**Not *really* being
data-driven**



**Shoe-horning AI
without data**



**“Every session
should lead to a
conversion.”**



Ask yourself

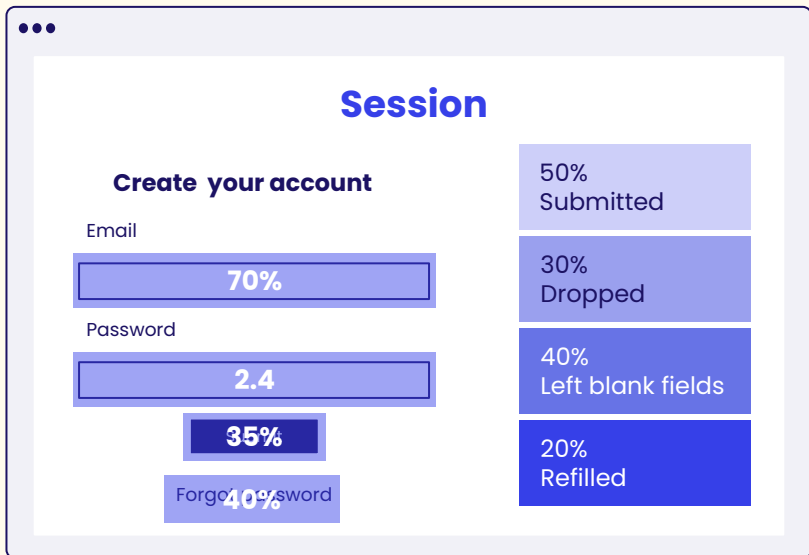
Session

What is the purpose of each session?

User

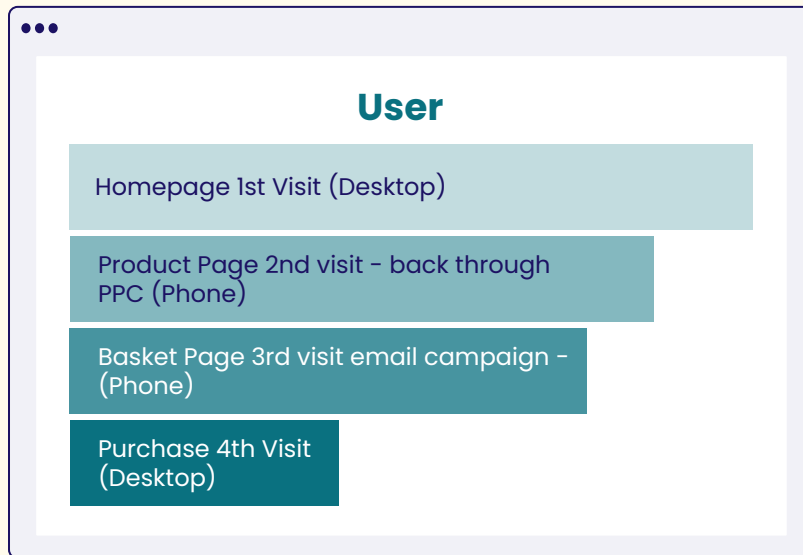
How do these sessions come together to achieve the overall outcome?

Use session and user-based analytics together



Zoom in

Sweat the small stuff: Find errors, optimise site speed, reduce friction.



Zoom out

Look at the bigger picture: Where in the process is the user? On what device? Understand and optimise their journey.

Lets see it in action



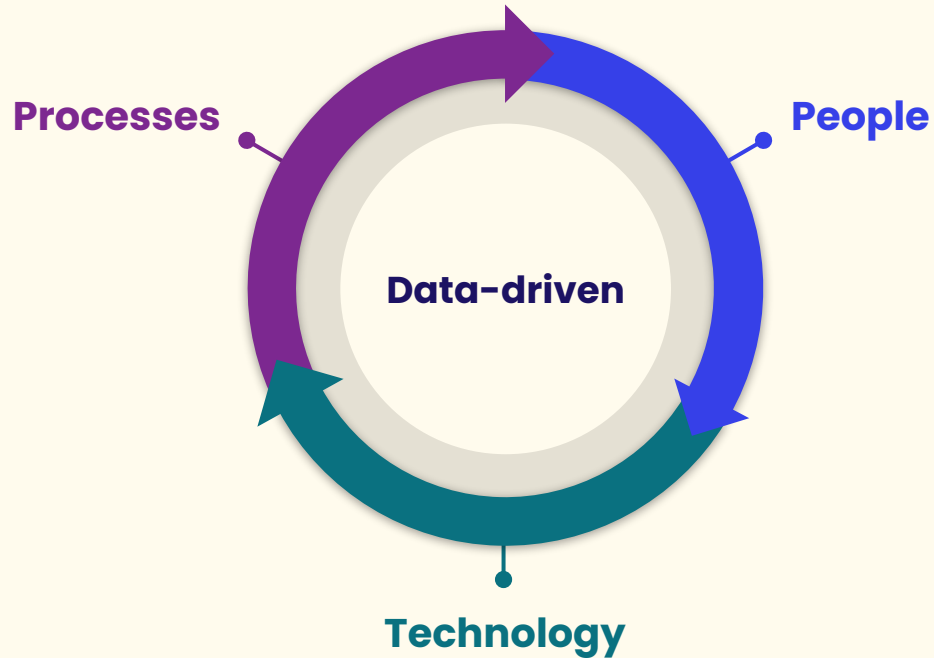
**“Data-driven?
Completed it,
mate.”**



Data maturity curve



A data-driven organisation



Democratising the data

From the top-down and bottom-up

Influence and encourage the use of data

Be humble, be prepared to be challenged

Lean on your suppliers for industry insights

Validate and share the impact its having

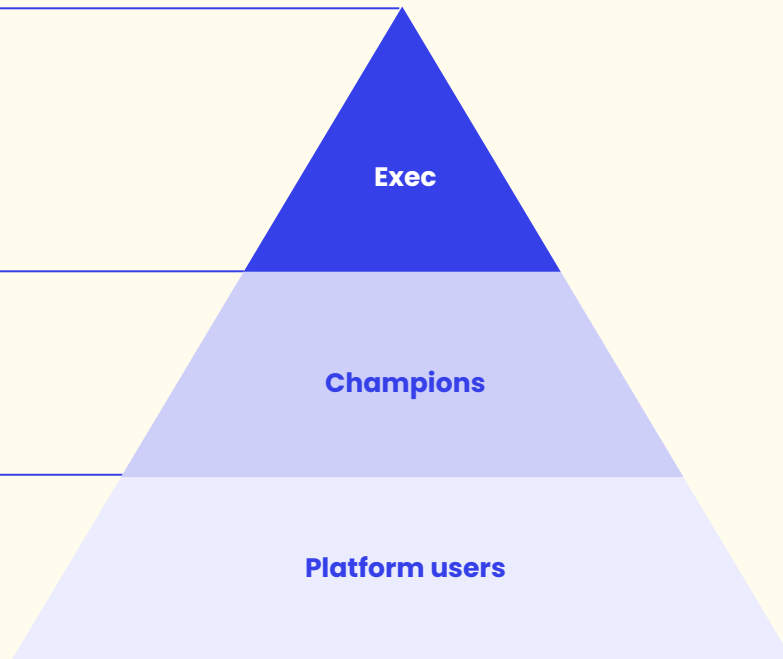
Promote and seek insights from the team

Discuss key priorities with your tech partners

Adopt data into your workflow

Track and share insights - you are the heroes!

Engage in learning the tools at your disposal



Platform Users

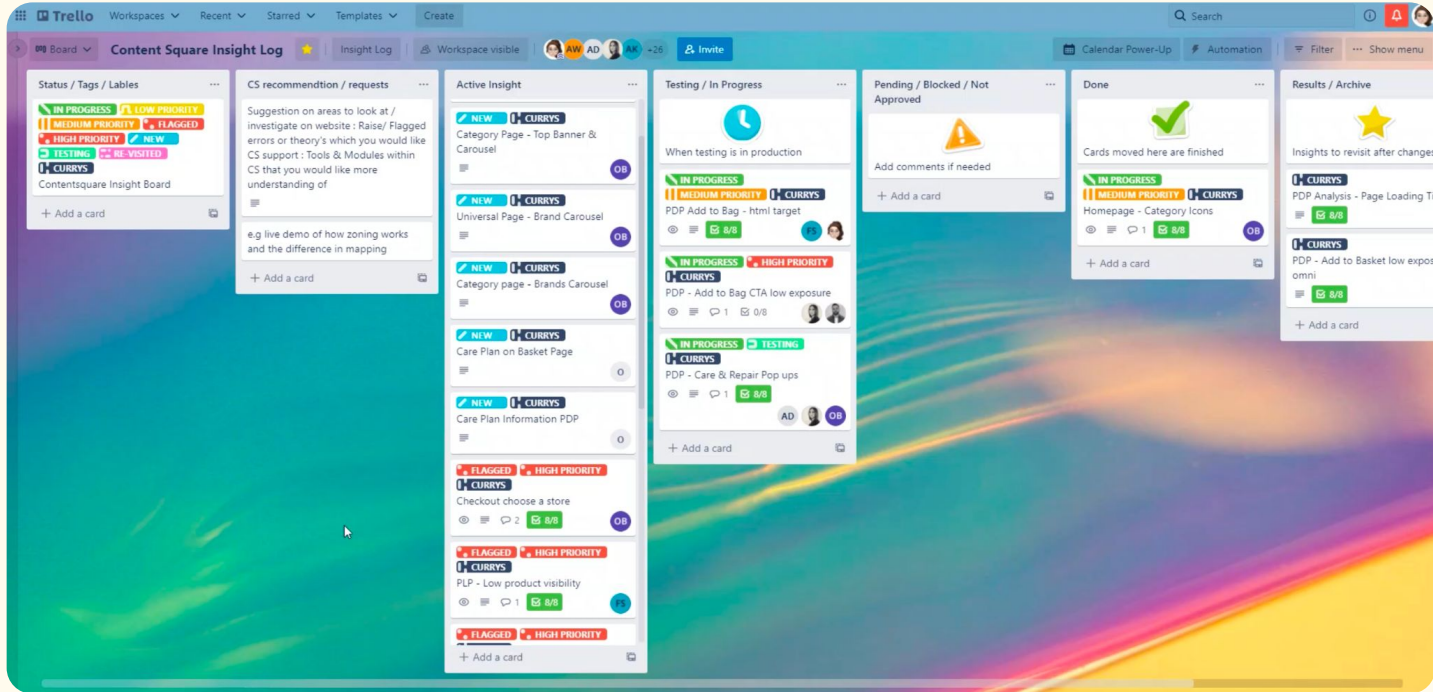
Training, resources and questions Trello

The screenshot shows a Trello board titled "CS x Burberry Trello" with a workspace visible. The board is organized into several columns, each representing a different category of content:

- Ask your questions here!**: Contains four cards with questions such as "Question: Why is our Brand01 page not tracking?", "Question: How can I view drop off between levels in the navigation menu (L1, L2, L3)?", "Question: How many users engaged with our mobile and desktop nav menu (wholesite).", and "Question: How many people clicked on menu icon from PDP, PLP and homepage?".
- Useful Links**: Contains cards for "Useful links", "Introduction to CS - who are we?", "Contentsquare Bible (all things training, events, resources, webinars!)", "Contentsquare for your role", "Essential learning kit per team", "Contentsquare University", and "Click Trello Videos".
- Upcoming events, training and webinars**: Contains cards for "Webinars and training links", "Upcoming live **Ask an Expert** Training Webinars" (listing dates from January to April), "Ask an expert Webinars", "The Getting started with Contentsquare Series", and "Getting started with Contentsquare webinars".
- Contentsquare Analysis**: Contains cards for "Contentsquare Analysis", "Nov 2022: Checkout Analysis (CS Prof Service hours)", "Sep 2022: May Navigation Analysis (CS Prof Service hours)", "Aug 2022: Lola bag (CS Prof Service hours)", "March 2022: Bounce Rate analysis (CS Prof Service hours)", "2021 Analysis", and "2020 Analysis".
- Burberry training & workshops**: Contains cards for "Burberry training & workshops", "Feb 2023: Design workshop", "Jan 2023: Marketing workshop", "Dec 2022: Outerwear workshop", "July 2022: Tips for Impact Quantification", and "2021".
- Use cases & best practices**: Contains a card for "Use cases & best practices" and an "Add a card" button.
- Partner**: Contains a card for "Partner" and an "Add a card" button.

Champions

Track your insights



Exec

Share your strategy

Strategic Plan Example

KEY BUSINESS OBJECTIVE	TACTICS	MEASURE	VALUE		DUE DATE & OWNER	
			PROJECTED	GENERATED		
Increase e-commerce sales by 15%	Analyze: Identify and rank pages that would have an impact on sales Optimize: Pair insights with the A/B testing strategy, campaigns and UX redesigns	Data needed: 1. Baseline of sales for the target pages 2. Conversion rate per pages In platform: Impact Quantification module	\$4,000,000	\$2,500,000	Through Q422	Jane Smith
Increase average order value from \$200 to \$250	Analyze: Product findability including Search, Product recommendations, PDP reach Optimize: A/B testing of exposure and/or usability of product placement	Data needed: 1. % of users reaching product after landing on Home 2. % of users reaching search results after landing on the site 3. # views per visit to Product 4. AOV	\$2,500,000	TBD	Through Q424	Joe Brown
Increase lead generation volume by 20%	Analyze: Define key areas of lead generation on site (i.e. forms, email sign-up) Optimize: A/B testing of exposure and/or usability of information captures	Data needed: 1. Baseline # of leads generated per period 2. Form completion rate In platform: Impact Quantification module	20,000 additional leads	12,000 additional leads	Through Q422	Parker Jones



**“We need to
shoehorn
half-baked AI
features into our
product.”**



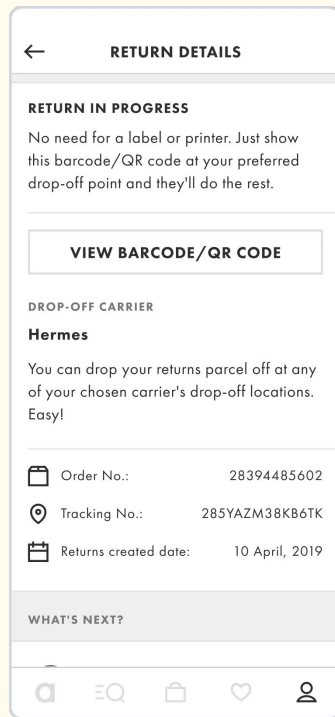
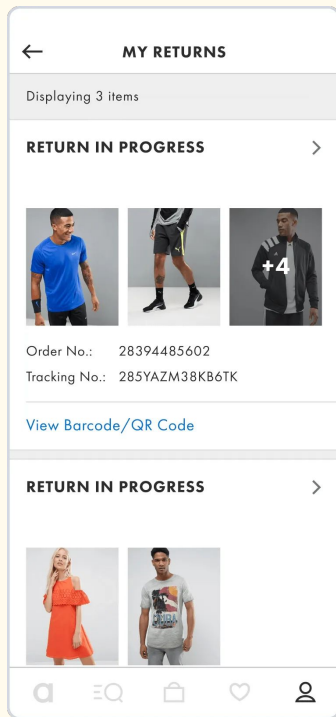
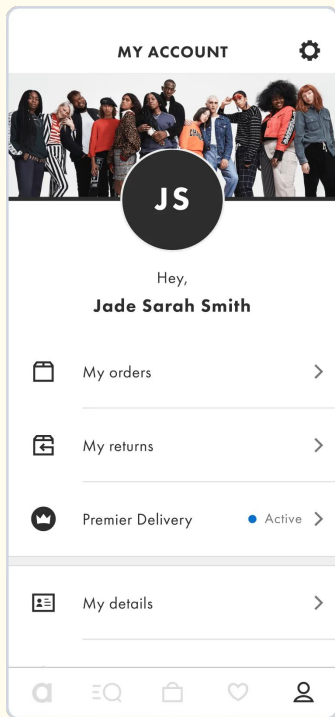
Behavioural economics

The peak-end rule



ASOS

Delight at the right time



No AI without Analytics

Checklist to good AI

- Have a clear idea of what problem you can solve, not what shortcut you can take
- Use existing data to understand where and when to use AI
- Practical > Shiny (think of your Dad using Siri)
- Make sure you have analytics set up to allow you to understand the impact
- If possible – test it!

**We asked ourselves the same
questions...**

In summary

Three things to think about...



**Bring the session and
user together**



**Build a culture that's
brave with data**



**No AI without
analytics**



Thank you

