

From Customer Experience to Customer Loyalty

Great Digital Experiences
Start With
Accurate Analytics Data

ObservePoint



Today's data-driven businesses are doing a lot to increase sales and growth—including vigorously collecting, cleansing, reporting, and analyzing data. But all these tasks are for naught if they aren't centered around the most important element of a business—the customer.

In order to succeed in today's market, you must exceed customer expectations. You need to develop customer relationships that make you their go-to provider. But how?

In a perfect world, building relationships with customers would consistently remain at the forefront of digital analytics, but all too often, there is a disconnect between the two. This disconnect results in missed opportunities, sub-par customer interactions, and a smaller bottom line.

How can you avoid these pitfalls and ensure you are keeping your data practices customer-focused?

Step 1

Make Your Customer Experience Goals Visible

Since a key factor in building great customer relationships is remembering to stay customer-focused throughout your entire data analysis process, making your customer experience goals visible is a great place to start.

Create an environment that reminds you and your team to continually stay focused on the customer. Here are some ideas on how to create a customer-focused environment:

- Utilize custom dashboards to create a profile of your customers and their interests, challenges, and needs
- Focus a portion of your regular meetings on highlighting how you're working to address your customers' needs
- Use automated digital alerts within team projects to remind them to ask if they're addressing the "why"
- Set up meet-and-greets between your team and customers to give your "why" a face
- Put up some cheesy posters

Don't be afraid to get creative and find a method for staying customer-focused that works for your team.

The point here is that simply articulating your customer experience goals upfront and then allowing those goals to slowly fade into the background will not do you any good. You need to maintain and reinforce these goals across all teams and all projects.

Step 2

Collect and Maintain Accurate Data

You rely on data to understand customer behaviors and preferences, so ensuring accurate customer data is crucial. In the absence of accurate data, attempting to build quality relationships quickly becomes a guessing game filled with setbacks and sub-par decisions.

So how can you create data integrity?

Websites and apps are constantly changing, and with each iteration, there are adjustments that need to be made to your marketing analytics implementation to ensure accurate data collection. In short, you must vigilantly validate and monitor your digital analytics on a regular basis.

Managing data accuracy can be a time and labor-intensive task (especially when attempted manually), but with an automated digital governance solution (like ObservePoint), you can save your team from questionable data.

Ensure Accurate Data With Automation

With ObservePoint, you can automate analytics validation and monitoring through solutions like **Audits** and **Journeys** to make sure analytics tags are firing correctly and are consistently collecting sound data.

These features will alert you when things go awry in your analytics implementation and will provide you with verified analytics data.

Suncorp Uses Automation to Ensure Positive Customer Relationships

Suncorp, a banking and insurance company, has a number of important conversion paths on their site that allow customers to set up bank accounts, get insurance quotes, and more. In order to deliver the best customer experiences, these paths need to operate as efficiently as possible.

The problem?

Testing conversion paths manually is intensive and risks site malfunctions and inefficiencies that negatively impact customer relationships.

To solve this problem:

Suncorp adopted ObservePoint to automate their analytics testing. Through ObservePoint's automated **Journeys**, Suncorp is able to regularly test their critical paths to ensure the associated tags are present and firing effectively and their customers are getting positive experiences on the Suncorp website.

Step 3

Analyze Data with a Focus on Customer Needs

Once you've ensured your data is accurate, you will need to bridge the gap between data and customer needs. Bridging this gap means analyzing data with a focus on improving customer experiences, which will require you to dig up data insights that indicate true customer needs.

The needs of your specific customers will vary depending on your business, but you can rest assured the insights you need reside in your analytics data, as long as that data remains accurate.

Analyzing your data with a focus on customer needs will be an ongoing process that will ultimately help you gain and retain loyal customers and drive revenue.

Step 4

Continually Test and Validate Your Ideas

Once you are collecting and analyzing accurate data with a focus on customer needs, continue testing and validating both your data and customer insights on a consistent basis.

Engaging in **regular testing and data validation** will allow you to stay up-to-date with customers through accurate and actionable data and will give the peace of mind that comes with being able to automatically identify tagging errors before they hinder business objectives.

Remember that the process of maintaining accurate data will be much more efficient when using automated software to efficiently run recurring, automated tests that ensure implementation is collecting validated data.

In addition to regularly testing and validating data, you will also want to continually test and validate the insights extracted from said data. Ask yourself, “Are the customer patterns and trends I have observed in the past holding true now?” If not, how are they changing, and what do those changes indicate about your customers?

Another way to further verify insights is by speaking with real customers. Reaching out and interviewing existing customers about their experience with your business will help obtain qualitative data to further clarify the insights indicated in the quantitative data. These real-world customer interactions will allow you to have more confidence in business decisions.

Step 5

Use Accurate Data to Create Customized Experiences

Maintaining a customer focus and ensuring accurate data helps your team make decisions based on accurate customer insights that deliver high-quality, customized experiences to customers.

This customization (which is essentially automated decision-making) can be applied to many factors. While in her position as product manager for Google Analytics, **Krista Seiden spoke at length** about how accurate data and insights allow you to customize by location, traffic sources, and even specific actions customers engage in on your site.

For example, if a customer indicates an interest in a particular product or service on your website (such as clicking/searching or placing an item in a shopping cart), customize the subsequent pages the customer views to further build context around their interaction with the previously clicked product or service.

A more full understanding of your customers allows for successful retargeting in a way that builds trust and loyalty. (But of course, only if you have accurate data.)

In other words, well-crafted customization will allow you to better serve the specific needs of your customers, which will result in greater customer loyalty now and into the future.

Create Customer Loyalty with Accurate Data

When working on building better customer relationships, remember that goal whenever conducting data analysis. Doing so will provide you with critical insights for creating the experiences your customers crave.

But in order to create these great digital experiences, you need to ensure the data is accurate. Maintaining accurate data is made much simpler and more consistent when you implement a digital governance solution like ObservePoint that validates marketing technologies and restores confidence to data-driven decisions.

See how ObservePoint can help you maintain trustworthy analytics data.

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