

The “X” Factor

Strategies for Promoting Print

ANALYSIS

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INTRODUCTION

The rise of "X" or "experience" roles in business today—such as Chief Experience Officer (CXO), Customer Experience Manager (CXM), or Employee Experience (EX)—is largely due to a number of factors that reflect the shifting business environment and customer expectations.

Businesses continue to recognize that customer satisfaction and loyalty are critical drivers of success. Focusing on the customer's experience across all touchpoints has become essential to differentiate brands in a competitive marketplace. Roles dedicated to managing and enhancing the customer experience help ensure that this focus is ingrained in a company's strategy.

Research and practical experience consistently demonstrate print's pivotal role in shaping the overall customer experience. This article explores these new roles and the importance of integrated print solutions for elevating brand perception and driving business outcomes.

UNDERSTANDING THE ROLES

The list of "X" roles continues to grow. Here are just some of them:

- **Customer Experience (CX)** focuses on optimizing every interaction a customer has with a brand. It encompasses all touchpoints, from initial awareness to post-purchase support. The goal is to create a seamless and positive experience that fosters customer loyalty and satisfaction.
- **Employee Experience (EX)** is about creating a work environment that promotes employee satisfaction, engagement, and productivity. A positive EX can lead to higher retention rates and better overall performance, which in turn positively impacts CX.
- **Brand Experience (BX)** refers to the holistic perception customers have of a brand based on all their interactions with it. This includes marketing campaigns, customer service, and product quality. BX aims to create a consistent and compelling brand narrative that resonates with customers.
- **Patient Experience (PX)** is specific to the healthcare industry and focuses on the interactions that patients have with healthcare providers. It aims to improve the quality of care and patient satisfaction through better communication, empathy, and service delivery.

- **User Experience (UX)** focuses on the overall experience of users when interacting with a product, particularly digital products like websites and applications. UX designers and researchers work to ensure that products are intuitive, accessible, and enjoyable to use.
- **Digital Experience (DX)** encompasses all digital interactions a customer has with a brand. This includes websites, mobile apps, social media, and other digital touchpoints. DX roles aim to create seamless and engaging digital journeys for users.
- **Guest Experience (GX)** is particularly relevant in the hospitality and entertainment industries. It focuses on ensuring that guests have a memorable and positive experience during their stay or visit, from check-in to check-out.
- **Client Experience (CX)** is similar to Customer Experience but is often used in B2B contexts. It involves managing and optimizing the interactions and relationships between a business and its clients to ensure satisfaction and loyalty.
- **Vendor Experience (VX)** focuses on the interactions and relationships between a company and its vendors or suppliers. Effective VX management ensures smooth operations, timely deliveries, and strong partnerships.
- **Partner Experience (PX)** is about managing relationships with business partners like affiliates, resellers, or strategic partners. The goal is to create mutually beneficial interactions that drive business growth.

The expansion of "X" roles highlights the growing importance of experience in various facets of business. When integrated thoughtfully with these experience-focused roles, print media can significantly create more engaging, personalized, and effective interactions across different touchpoints, driving overall business success.

THE EXPERIENCE ECONOMY MEETS PRINT

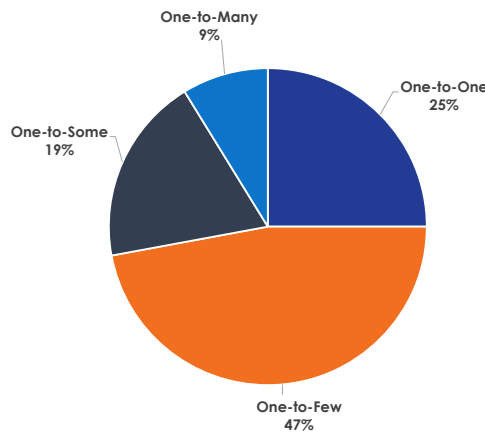
As organizations across all industries prioritize enhancing customer experiences, it's great to see that promotional print materials like brochures, postcards, and collateral are poised for significant growth in the next three years. This upward trend is directly linked to the fast-paced world we live in and the need for these documents to be current, relevant to their audience, and delivered with

accurate data. All of these elements are crucial in creating trust between a brand and its audience.

Data from Keypoint Intelligence underscores the continued focus on the customer experience. It reveals a strong, industry-wide commitment to personalized communications. Most businesses surveyed employ targeted print strategies to elevate customer interactions. In fact, one-quarter of respondents use one-to-one messaging, while the highest percentage opt for a more tailored, one-to-few approach.

Figure 1: Level of Targeting for Personalized Communications

How would you describe the level to which your company targets personalized communications that are designed to enhance customer experience?



N = 308 Business Respondents that are evaluating or using personalization
Source: Direct Marketing Communications Business Survey; Keypoint Intelligence 2023

A core objective of every "X" role is to streamline the customer journey and eliminate obstacles between the brand and the end-user. When potential and existing customers seek information, make purchasing decisions, or complete transactions, ease of interaction significantly impacts their overall experience. If you're relying solely on online resources, you're ultimately asking your customers to do the heavy lifting.

EXAMPLES IN THE GUEST EXPERIENCE AND PATIENT EXPERIENCE

My recent stay at a boutique resort vividly illustrated the frustrations of an overly digital guest experience. From room access to dining, nearly every interaction required a smartphone. Maps, menus, and local recommendations were exclusively online. Even retrieving a parked car necessitated a text from your personal cell phone to the valet station. To add more friction, the valet phone number had to be looked up online as there was literally no printed information in

the room. This forced reliance on personal devices created a disconnect between me and the resort. The alternative was to stay in my room and navigate the smart TV. The restaurant took this digital reliance to heart—the only way to view the menu was (you guessed it) via smart phone. This created a solitary, screen-focused dining experience as each guest looked down at a brightly lit electronic device, hindering eye contact and interaction with others at the table. It's unclear whether this approach was a deliberate attempt to cater to a tech-savvy clientele or if it was a cost-cutting measure. While the resort itself was pleasant, the digital-heavy approach left me—and likely other guests—feeling frustrated and disconnected, hindering their enjoyment and engagement.

Next, let's take a look at the Patient Experience (PX). There's no question that this experience is undergoing unprecedented strain. With increasing patient loads, doctors face challenges in building trust, which is a cornerstone of patient loyalty. Relying solely on digital resources can exacerbate this issue. Consider a new patient that is prescribed a treatment plan. Instead of providing a physical copy, they're directed online. This approach jeopardizes patient loyalty in two ways:

1. It risks patients mistakenly landing on a different provider's website, potentially driving them to seek care elsewhere.
2. It creates a less personal experience, forcing patients to navigate online portals and then print materials at home.

This contrasts sharply with the convenience and immediacy of a printed document that can be handed to them during their visit. The value of tangible information in the healthcare industry cannot be overstated, especially when it comes to building patient trust and loyalty.

Both examples highlight the challenges of a digital-first approach and the value of print in enhancing customer experiences. Every role within a customer-facing organization deserves an audit to highlight the various aspects of the customer journey and how printed communications can create a more engaging and efficient experience.

THE BOTTOM LINE

While the digital landscape offers unparalleled opportunities for connection and engagement, it's essential to recognize that print remains a valuable tool in crafting exceptional customer experiences. By carefully considering the role of print across various touchpoints, organizations can create a harmonious blend of digital and physical interactions. This balanced approach empowers businesses to deliver personalized, memorable experiences that resonate with customers on a deeper level.

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As part of the Business Development Strategies Consulting Service at Keypoint Intelligence, Karen Kimerer has experienced the many challenges of expanding current market opportunities and securing new business. She has developed a systematic approach to these opportunities, addressing the unique requirements of becoming a leader in our changing industry.



Comments or Questions?

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