

#RCXguide

OUR 9-STEP

RCX Guide on How to Personalize
Customer Experiences.

Swipe Here



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1

Gather and Analyze Consumer Data to Understand Customer Expectations



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2

Develop Customer Profiles



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3

Roll out a Customer-Centric Strategy Company-Wide



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4

Utilize an Omnichannel CRM System to Implement Strategy Across all Channels



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5

Train and Empower Employees
to Personalize Every Customer
Interaction



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6

Capture Customer Feedback to Optimize Experiences



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7

Curate Individualized Product Suggestions and Content



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8

Give Customers Choices at Every Step and Self-Serve Options



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9

Review and Evaluate Performance to Enhance Experiences



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