

#RCXguide

OUR 9-STEP

RCX Guide on How to Turn
Black Friday Customers
into Everyday Customers

Know How



FIRST-CLASS
CX DOMAIN
EXPERTISE



#RCXguide

1



Follow the “3 Rs”:
Rewards, Relevance, and Recognition

#Customer2Advocate
#CustomerLoyalty

#RCXguide



2

Offer Easy Sign-Up to Your Loyalty Program with Incentives and Exclusive Experiences

#Customer2Advocate
#CustomerLoyalty

#RCXguide

3

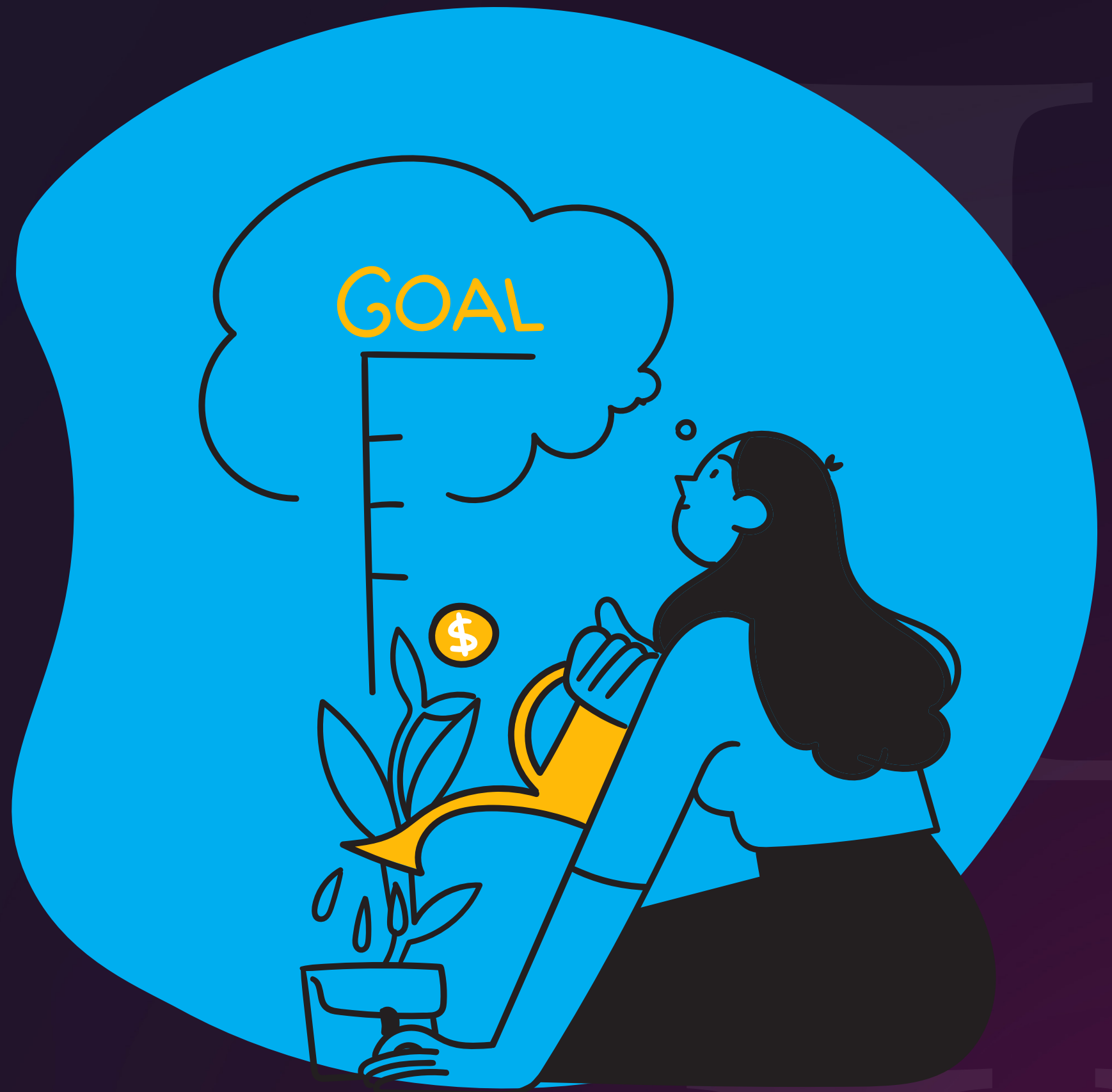


Prepare Your Customer Support with the Right Knowledgebase and Training

#Customer2Advocate
#CustomerLoyalty

#RCXguide

4



**Use an Omnichannel Platform to
Create a Seamless Experience
Along All Touchpoints**

#Customer2Advocate
#CustomerLoyalty

#RCXguide

5



Invite Customers into Your Brand's
Community Through Social Media
and Nurture Social Shopping

#Customer2Advocate
#CustomerLoyalty

#RCXguide

6

Design Customer Segmentations and Profiles Based on Purchase Data



#Customer2Advocate
#CustomerLoyalty

#RCXguide



7

Create Personalized Communication Opportunities for Each Profile

#Customer2Advocate
#CustomerLoyalty

#RCXguide

8

Measure Customer's Lifetime Value CLV



#Customer2Advocate
#CustomerLoyalty

#RCXguide

9



Recognize Loyal Customers with Relevant Rewards

#Customer2Advocate
#CustomerLoyalty

#RCXguide

**What Step Will You
Start with Today?**

**#Customer2Advocate
#CustomerLoyalty**



**FIRST-CLASS
CX DOMAIN
EXPERTISE**

www.rayacx.com