

ACTION PLAN AND BEST PRACTICES

## Attract and Retain Customers to Drive Sales

Customer insights help you better understand the behavior, preferences and needs of your core customers, and they can help you shift your business strategies to drive sales. Complete this exercise annually to update your customer insights and adjust your business game plan.

### Core customer

Best practice	<input checked="" type="checkbox"/> Action steps
<b>Collect customer feedback regularly</b>	Gather direct feedback from your customers to test your assumptions <hr/> Encourage your employees to share customer feedback often <hr/> Review how your customers engage with your social media (e.g., likes, comments, etc.)
<b>Analyze and understand the “whys” of what your target customers are saying, thinking and feeling</b>	Interview at least 6 participants who represent your target audience <ul style="list-style-type: none"> <li>✓ Find participants from mailing lists, newsletter lists, patient lists, POS data, etc.</li> <li>✓ Incentivize participation (e.g., with coupon), if necessary</li> <li>✓ Prepare open-ended questions with clear objectives</li> <li>✓ Schedule interviews within a set time frame (e.g., a one-week period)</li> </ul>
<b>Monitor website and social media analytics regularly to understand customer segments and market effectively</b>	Monitor social media and website traffic to gain insights into your customer base (e.g., gender, age, location, etc.) and examine the most active days / times of day <hr/> Track the most visited pages on your business's website to see what customers/potential customers find most interesting
<b>Use research to quantify purchase drivers and barriers, attitudes, behaviors, demand or preferences</b>	Send your customers a short survey (e.g., through SurveyMonkey) <ul style="list-style-type: none"> <li>✓ Draft short, clear questions to elicit instinctual responses</li> <li>✓ Keep surveys to 8 questions or fewer to encourage higher completion rates</li> <li>✓ Offer response options along a 5- to 7-point scale (e.g., strongly agree to strongly disagree) to allow for more in-depth insights rather than yes/no answers</li> <li>✓ Consider offering a small incentive for participation</li> </ul>

## Product and pricing

Best practice	✓ Action steps
<b>Review point-of-sale and credit card data to uncover valuable purchase trends and behavior</b>	Use what you learn from purchase behavior patterns to acquire new customers (e.g., understand seasonal interests, distinguish ideal times in the purchase cycle to market to customers, etc.)
	Review spending per transaction and identify your most valuable customers (e.g., which segment of customers has the highest conversion rate?)
	Study heavy users or lapsed users and market targeted offers accordingly
	Investigate slowdown in sales and research drivers (e.g., customer drop-off, impact of competitive marketing)

## Competitive differentiator

Best practice	✓ Action steps
<b>Conduct a regular review of your competitive landscape</b>	Update a competitive analysis grid to assess your business vs. your direct competitors
	<ul style="list-style-type: none"><li>✓ Evaluate your positioning, price, product and sales channels</li><li>✓ Monitor the marketing tactics your competitors use, along with new entrants to the market (e.g., new competitors from a geographic or industry perspective)</li></ul>

## Path to sales growth

Best practice	✓ Action steps
<b>Identify adjustments to make based on the customer insights data you gathered</b>	Synthesize and incorporate your learnings into your marketing efforts:
	<ul style="list-style-type: none"><li>✓ Use actual customer testimonials in website copy, marketing materials</li><li>✓ Refine product copy and messaging to reflect what you learned</li><li>✓ Use your new insights to inform content ideas for blog and social media posts</li></ul>
	Now that you know your best-selling products, consider whether your product offering needs additional diversification or more focus
	Now that you know where you stand vs. your competitors, consider making adjustments to your pricing

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