

Use The Customer Experience to Your Advantage

*Change the way you connect with your customers
by driving an after-sale experience that leads to joy,
happiness, and long-lasting relationships.*



WHAT WE'LL COVER TODAY

75% of US consumers are more likely to be loyal to brands that understand them on a personal level

-Acquia



1. **Introductions**
2. **Problem: It's nearly impossible to provide an incredible, personalized experience**
3. **Best Practices: Post-sale Customer Experience**
4. **Best Practices: SMS Marketing**
5. **Solution: Increase customer retention, loyalty & revenue through personalized experiences**
6. **Q&A and Closing Thoughts**

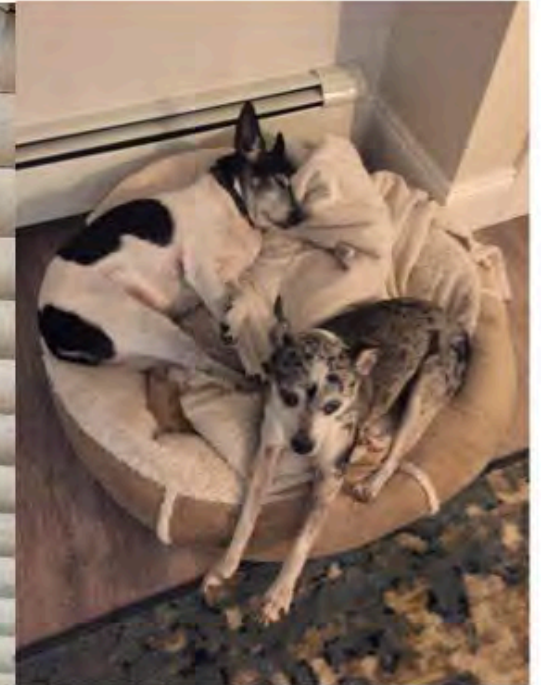
LET'S START WITH SOME INTROS



Emily Lagasse, VP of Marketing
*with 10 years of experience in
the pet industry*



Tyler Craig, SVP of Sales
*with a passion for dogs, baseball &
my family. Oh, and cool software!*



WHAT KEEPS YOU UP AT NIGHT?

- ✓ How can I improve **customer retention**?
- ✓ How do I get more for my **marketing dollars**?
- ✓ How can I improve **customer engagement**?
- ✓ How do we **grow revenue** in today's economy?
- ✓ How can I **decrease bad reviews**?



CUSTOMER EXPERIENCE OF THE PAST

80% of customers are more likely to do business with a company who offers **personalized experiences**

Source: Epsilon Study

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Review Platforms: **Single-Purposed**



Email Marketing Platforms: **Company Updates**



Support Platforms: **Reactionary**



SMS Marketing Tools: **Promotional**



CUSTOMER EXPERIENCE BEST PRACTICES THAT LEAD TO 5-STAR REVIEWS

75% of consumers find it important for brands to offer them a fully self-service customer care option to answer their questions.

(Emplifi)



ANTICIPATE NEEDS

Where have customers gone wrong or failed before? Where do they need help?

COLLECT INFORMATION

How are your products being used? What happens when they aren't being used properly? What information could you provide to better help them be successful (and retain them)?

PERSONALIZE

How can you tailor experiences that are unique to each customer, at scale? Think about segmenting your audience differently to provide superior interactions.

BE PROACTIVE

Don't wait for customers to call and complain... or worse, return your products. Provide help and tips along their journey for a better experience.

MEASURE SUCCESS & ADAPT

How will you measure customer experience to know when and where to adapt your efforts? If you're measuring with reviews, it's critical to interact with customers immediately after they receive their product(s) and throughout their journey with them.

SMS DRIVES

ENGAGEMENT, REVIEWS, & REVENUE

Consumers are 134% more likely to respond to a text vs email

-G2

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DO CONSUMERS WANT IT?

- ✓ **2 in 3** consumers prefer SMS over Email
- ✓ Top two industries most likely to opt-in for text messages are eCommerce/retail (**46%**) & healthcare (**43%**)

DO THEY READ IT?

- ✓ **70%** of SMS are read in 1 minute
- ✓ **98%** open rate vs 18% with Email

DO THEY ENGAGE?

- ✓ **86%** of businesses report higher engagement with SMS vs Email

DO THEY BUY?

- ✓ **47%** of SMS recipients make a purchase from messages

SHOULD YOU?

- ✓ **61%** of marketers increased their text marketing budgets in 2020

SMS MARKETING

BEST PRACTICES

Focus on **BUILDING A RELATIONSHIP** with thoughtful questions and contextual education to make product recommendations more effective.

SET EXPECTATIONS

Let customers know what to expect for future messages. What is the benefit to them? How often will you communicate?

TIMING

Focus communication efforts after the sale. Hold the hands of your customers through buyer's remorse and any issues they may encounter.

CADENCE

We recommend not texting customers more than once or twice a week, depending on customer needs and product usage.

TYPES OF QUESTIONS

Yes/No and multiple-choice questions get higher engagement than other types of questions.

CONTENT

Strike a balance between engaging in promotional messages and content customers are already looking for. Do you have a store locator? An FAQ page? A support number? A YouTube channel?

REVIEWS

Proactively ask customers how they are enjoying your product before sending them to a review page. Triage any issues coming up to avoid negative reviews.



ENTER BLUSTREAM

Our mission is to engage with customers right after the sale via SMS. We advocate and help them along their product journey, so they fall in love with their experience.

Why will your customers love Blustream?

- Personalized **support**, proper **education**, & timely **tips**
- **Proactive** communication vs reactive responses
- Comprehensive **product** information library
- Creates contextually **relevant** two-way communication
- Bring **joy** to the product experience

Blustream fosters an automated, personalized connection with your customers to enhance their product experience.

-Ken Rapp, Blustream CEO

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01 Improves **CUSTOMER RETENTION**

Given the cost of new client acquisition, Blustream customers believe creating true customer loyalty should be the #1 goal because it **leads to 3x-5x increase in customer LTV.**

02 Improves **CUSTOMER SATISFACTION**

Most customers are lost because of the experience after the sale. By focusing on the product journey solution, you will boost your overall engagement, increase net promoter scores, **pile 5-star reviews**, decrease poor reviews, **reduce returns**, & create joyful customer success.

DATA INSIGHTS AT YOUR FINGERTIPS

- Learn what your customers are thinking and saying in real-time
- Understand their needs and wants
- Align clear customer wants to your marketing & sales messages
- Powerful consumer profiles and segmentation
- Cross-selling opportunities
- Product research & development



HOW DOES IT WORK?

WE GET STARTED AS SOON AS
THE SALE IS COMPLETE

We use product usage data to trigger personalized product messages to your customers including tips, alerts, and purchase recommendations – sent at exactly the right time.

- ✓ Starts with a text
- ✓ Personalized contextual conversation
- ✓ Proactive engagement that provides assistance and gathers data
- ✓ Suggested selling based on responses & engagement
- ✓ Customer segmentation for all marketing efforts



CUSTOMER FACTS

**Blustream was able to
increase revenue by 22%**

-Anonymous consumer goods client

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WHAT ARE CUSTOMERS SAYING ABOUT US?

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"Blustream helped us prevent the misuse of our products that led to bad amazon reviews and lost repeat sales."



COO, Wholistic Pet Organics
Ryan Phillips

“

"We're able to understand how our customers are using our products to serve them better in the moment and beyond."



PRESIDENT, Bertrand's Music
Jeff Bertrand

“

"Blustream's 5-Star Unboxing enables us to automate amazing first impressions that drive positive reviews and customer loyalty."



CEO, Bluefin Technologies
Jay Cahill



Complimentary 12- month
Blustream Starter Package
(*\$1,200 value*)

- 250 touchpoints/month free!
- Can upgrade any time for a 25% discount



Exclusively for
NASC members



THE JOURNEY STARTS WITH A TEXT

THANK YOU

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