



2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM
FRANCHISING

TRANSFORMING CUSTOMERS INTO BRAND ADVOCATES: OPTIMIZING THE CUSTOMER JOURNEY



Transforming Customers into Brand Advocates: Optimizing the Customer Journey



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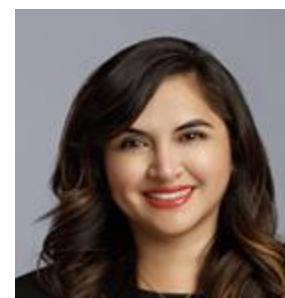
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TODAY WE WILL...

- Learn how to fine-tune touchpoints for personalized experience
- Discover how to create loyal fans who share and promote your brand
- See how focusing on experience strengthens customer loyalty and keeps them coming back
- Understand how a great customer experience leads to higher sales and business growth



MYTHBUSTERS

The Customer Journey Edition



MYTH:

**Only Big Budgets Can Create
Can Create Great Experiences**



BUSTED!

- Creativity Over Cost
- Personal Touch
- Community Involvement
- Technology & Tools
- Feedback-Driven



MYTH:

**Exceptional Service Alone
Turns Customers into Brand Advocates**



BUSTED!

- Share Your Values: Align by design!
- Build Emotional Connections: Dig deep!
- Create a Community: A Circle of Care
- Engage Regularly: Reach out and touch them!
- Offer Incentives: Reward what you want to replicate!

MYTH:

Technology Alone Can Solve Customer Experience Problems



BUSTED!

- Clearly define the role of technology, balancing automation with human touchpoints
- Foster collaboration between IT, marketing, operations, and front-line teams to co-create CX strategies
- Conduct Regular Technology Assessments



MYTH:

The Customer is Always Right



BUSTED!

- Some Customers Are Wrong
- Impact on Employee Morale & Team Culture
- Results in a Poor Customer Experience
- Approach Your Customers & Staff With Respect and Compassion
- Lead by Listening & Remaining Objective



MYTH:

**Employees Resist being Brand Advocates
unless Incentivized**



BUSTED!

- Align on Vision & Values: Are We A Fit?
- Foster Positive Environment: Happy Employees = Happy Customers
- Encourage Employee Development: Grow or Die
- Ensure Open Communication: Ask First, Don't Wait
- Leverage Social Media: Shout It Out
- Celebrate Team & Employee: Everyone Likes A Party
- Support Work-Life Balance: It's About Life



MYTH:

A Great Product/Service is Enough



BUSTED!

- Provide a Five-star Experience
- Create a Strong Brand Identity
- Create a Competitive Advantage through Continuous Improvements



MYTH:

Personalization is Too Creepy for Customers



BUSTED!

- Focus on adding value, not intrusion
- Use Subtle and Contextual Personalization
- Be Transparent About Data Use



MYTH:

Negative Feedback is Bad for Business



BUSTED!

- Use Feedback as Opportunity for Improvement
- Build Trust and Loyalty
- Convert Detractors into Promoters
- Leverage Insights for Innovation & Market Shifts

**68% of
customers
switch
brands due to a
poor
experience**



MYTH:

Good Customer Experience Ends with The Sale



BUSTED!

- Standardize a Seamless Post-Sale Experience
- Gather and Act on Customer Feedback
- Consider Loyalty and Referral Programs



MYTH:

**Customer Experience is the
Responsibility of One Department**



BUSTED!

- Customer Journey: 10 or More Touchpoints
- Cross Functional Teams: Act Like a Consumer Day
- Shared Accountability: Find the Right
- Innovation & Improvement: Hidden Friction Points



MYTH:

**You Can't Measure Customer
Experience Effectively**



BUSTED!

- KPIs: What are the Objectives?
- Define with “Good” Looks Like
- Real Time vs. Quantitative
- Internal Stewardship:
Touchpoints



MYTH:

**Customer Experience Innovation is
a One-Time Project**



BUSTED!

- Market Dynamics Continuously Evolve
- Competitive Landscape Changes
- Technology Advances
- Attention. Adaption. Improvement.



KEY TAKEAWAYS

- **Creativity Over Cost:** Focus on delivering personalized, creative experiences rather than just cutting costs. Small touches can make a huge impact on customer satisfaction and loyalty.
- **Build Emotional Connections:** Dig deep to understand your customers' needs and desires. Emotional connections create long-term relationships and turn customers into passionate advocates.
- **Community Involvement & Shared Values:** Align your brand with your community. Support causes that resonate with your customers and make sure your actions reflect your core values—this builds trust and connection.



KEY TAKEAWAYS

- **Technology with a Personal Touch:** Balance automation and tech tools with human interaction. The right mix of technology and a personal touch makes your service feel both efficient and caring.
- **Act on Feedback:** Listen closely to both customers and employees. Use feedback as a chance for improvement, and be proactive in making changes. This shows you value their input and are committed to continuous improvement.
- **Foster Collaboration & Employee Happiness:** Collaborate across teams—IT, marketing, operations, and front-line staff—to co-create the best customer experience. Happy, engaged employees lead to happy customers, so prioritize a positive work culture and growth opportunities.



QUESTIONS?



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THANK YOU!



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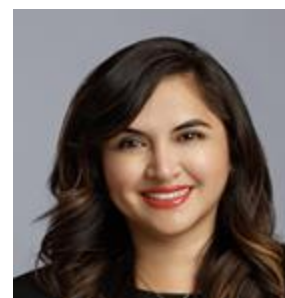
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