

Customer experience in a scaling business

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Attracting new customers

As your business grows, bringing in new customers while keeping your existing ones happy becomes more important than ever. Let's look at some simple strategies to help you build and keep a strong customer base, as you take your business to the next level.

Digital marketing

Digital marketing is a great tool for bringing in new customers, especially when scaling.

Use strategies such as social media marketing, search engine optimisation (SEO) and pay-per-click (PPC) advertising to reach new audiences.

Make sure your marketing campaigns match your growth goals, and are aimed at the right audience or new markets you want to reach.

Partnerships and collaborations

Forming strategic partnerships with businesses that complement yours can help you reach new customers more effectively.

It's like pairing chocolate with coffee – both are great on their own, but together, they create something even better.

By working with trusted partners and tapping into their customer base, you can grow your audience faster and save money while doing it.

Referral programmes

Get your existing customers to spread the word, by offering them rewards or discounts for referring friends and family.

Referral programmes are a great way to grow your business naturally.

People are more likely to trust and try a business that's recommended by someone they know.

Exploring new customer segments and markets

Scaling is a great chance to reach new types of customers or even expand into new locations.

Take the time to do proper research to find out where the opportunities are.

Then adjust your marketing to match what these potential new customers want and need.



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Retaining customers

Bringing in new customers is important, but keeping them is what helps your business grow in the long run. Focusing on customer loyalty means your current customers will stay connected with your business, even as you grow.

Loyalty programmes

A loyalty programme is a great way to keep your customers coming back.

Offer them special rewards, discounts, or access to exclusive events or products, as a thank you for their support.

This makes them feel valued, strengthens their connection to your business and encourages them to stick with you over time.

Personalised experiences

As your business grows, don't lose the personal touch that makes customers feel special.

Use AI and automation tools to personalise their experience, even as you handle more people.

Adjust your messages, offers and services to match each customer's preferences and behaviour, so they stay engaged and feel valued.

Keep in touch

While you're working to attract new customers, make sure your current ones still feel appreciated.

Stay in touch with them by sending newsletters, personalised emails or special updates just for them.

Show them they're valued with rewards or exclusive offers. This will help you build strong, long-lasting relationships.

Customer service excellence

Great customer service is just as important as you grow.

Make sure your team has the right tools, training and support to handle more customers, without letting standards slip.

Keeping your customers happy should always be a top priority.

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Customer experience

Keep your customer experience (CX) smooth and positive as your business grows. Focus on giving your customers an enjoyable and hassle-free experience at every step.

Align customer service teams and processes

When demand grows, make sure your customer service teams can handle it without feeling overwhelmed.

Simplify your processes, use automation tools to manage customer enquiries and keep your team focused on your scaling goals.

For example, you could introduce a chatbot to handle common questions. This will free up your team to tackle the trickier issues that need a more personal touch.

Stay consistent

As your business grows, you'll likely connect with customers in different ways. For example, in-store, online or on social media.

Make sure your messaging, tone and service feel the same across all these channels.

For example, if your social media is friendly and informal, make sure that your customers experience the same when they visit your store or website. This consistency will help to create a strong and unified brand experience.

Scale without losing the personal touch

Keeping the personal touch your customers love can be tricky as you grow.

Use AI and automation tools to keep things personalised while managing more customers.

For example, personalised email campaigns can make your messages feel warm and tailored.

Using data and analytics for customer insights

As your business grows, data can give you a look inside the minds of your customers. Data can help you attract new customers and keep the ones you already have. It can help you understand who they are and what they want, so you can give them exactly what they're looking for.

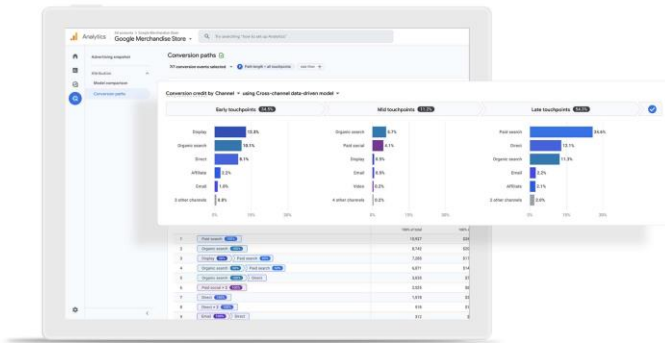


Image from: Google Marketing Platform. (n.d.). Google Analytics.

Predictive analytics

Use predictive analytics to see what your customers might do next. Look at patterns, like which customers are most likely to buy from you again and which aren't. Then you can take action. For example, sending them an email with a discount code for their next purchase.

Customer satisfaction and feedback

Keep track of customer satisfaction through collecting feedback. You can use surveys, reviews and social media listening tools to do this. Understanding how your customers feel about you means you can make informed improvements to keep them coming back for more.

Personalise offers and experiences

Look at your data – what do younger customers want? Are you getting lots of interest from people in certain locations? This will allow you to create personalised offers, recommend products based on previous behaviour, and deliver relevant content that keeps customers engaged and interested in your business.

