Relate is home to a diverse selection of expert content and deep thoughts from Zendesk.

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Relate by Zendesk
Retail has always been about relationships.

Retail relationships are complicated—there’s the relationship between the brand and the customer, the employee and the customer, and the product and the customer. And intertwined through everything is customer service. Because no matter the change in customer expectation or the evolution of technology, customer service still has the greatest impact on the customer experience—on the customer relationship.

At Relate by Zendesk, we understand that relationships are everything. That relationships are complicated. That relationships drive the success of our businesses. Because at the root of every expectation or the evolution of technology, customer service still has the greatest impact on the customer experience—on the customer and the product. And intertwined through everything is customer service.

We at Relate are here to help you uncomplicate all your important relationships (except your romantic ones, of course).

So welcome to Relate! Join us online, at our events, and in the community—chances are we’ll soon become one of your favorite, most uncomplicated relationships.

Let’s talk about cake. Once upon a time we had to put flour, butter, eggs, and sugar goodness together in a pan. By hand. Then Betty Crocker opened up shop, and we started buying premixed ingredients for a few extra dollars.

Flash-forward and we no longer had time (or inclination) to those Betty’s baked goods ingredients in the oven. We wanted ingredients, ready-made cakes, with the options of personalized frosting designs. We had become consumers willing to pay. It’s nice to walk out of a bakery with a completely customized confection.

But, it wasn’t enough to only outsourced labor. Why spend time on household chores when a birthday party could easily be contracted out to remove the labor-intensive baking, frosting, and pickup and delivery fees. Which is how we arrived to the experience economy.

Is the experience worth it?

Unbeknownst to some consumers, businesses have recently been honing transformable events for us, such that the experience itself has become part of the product. More often are we no longer just a place to watch a film—there’s an entire space mounted for viewing, dining, and socializing. People have come to expect rocking seats and pristine screens alongside their gourmet popcorn. As the definition of today’s product evolves, in each experience is better than the last, our expectations will shift just as they did with material goods and services. In fact, luxury theater experiences will be considered the norm.

Similar to how we choose the best cake mix, or birthday party venue, we tend to care more than ever and shop to choose the best experience. Does the bowling alley down the street throw a better birthday party? Is the escape room downtown as fun as the one we just experienced? Does the movie theater or TV really have the best visual or audio?

With the emergence of technologies like Lightfield’s ‘ Hololens, our ability to select which experience we want to enjoy has become easier. Imagine you’re interior if the material dimensions in life are shrinking at the rate of pes per ticket. It’s easy to imagine yourself in a particular respect (and drag your remote back and forth over the video) if you’ve had how much it’s an experience worth buying.

Get up off the couch. Norvally.

As a society, we’ve developed selective experiencing—a much like selective hearing. Consumers can now save valuable time on indulging in mundane experience (like grocery shopping) with online research and shopping. People can pick and choose how they interact in the world—no more unwanted experiences or wasted time.

Today, a large part of consumerism happens at home, 73 percent of grocery shoppers write a list before shopping. With so many different brands available, a little bit of online research can save consumers at the store—giving the days of “wasting” it. Consumers have turned to online shopping as a way to help manage busy lives. How much’s 9 percent about savings? Their primary motivation for online shopping. Thanks to the internet, you can shop during your daily commute, at midnight when most stores are closed, or while waiting for your delivery from the grocery store or doing our own laundry.

Consumers will select their experiences on the following:

1. Does it make sense?
2. Is it themed, branded, or focused?
3. Does it leave an indelible impression?

Consumers will select their experiences on the following:

Is there anything we can do to engage in the experience economy?

I’ll take my cake and eat it too

Unlike traditional stores that deliver more enjoyable human experiences (as seen with Trader Joe’s), consumers will avoid mundane experiences that take up precious time, like going to the grocery store or doing our own laundry.

Consumers will select their experiences on the following:

Is there anything we can do to engage in the experience economy? Is it themed, branded, or focused? Or should we consider a different approach?

Is it themed, branded, or focused?

If you suddenly see a bright, colorful unicorn in the corridors of a haunted house, it’s going to feel out of place and disrupt your experience. You’re going to spend the next fifteen minutes and the entire car ride home wondering why there was a unicorn when there should have been a masked ghouls with a chainsaw. The entirety of an experience should tie into a told-story line that the customer can get behind.

Is there anything we can do to engage in the experience economy?

The evolution of cake and consumerism

AMANDA ROOSA
Gratitude’s big comeback: the business thank-you note

SUZANNE BARNECUT

This holiday season I did something Frankly I did through an Instagram ad. By doing so, I discovered Artifact Uprising, a company that prints personalized photo books, cards, calendars, and more. I chose it by their的现象, by and many of their customers are using this because they care deeply about the people who receive their products. They offer a wide range of printing options, from high-quality photo books to custom calendars and more. I chose it for the quality of their products and their commitment to environmental sustainability.

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to a business you wish you had a hand in creating your piece of furniture. A colleague recently received a personalized business thank-you note that hers stood out. It was a handwritten thank-you that the recipient felt was particularly special because it showed a genuine appreciation for their effort. It made the recipient feel valued and acknowledged for their contribution.

The note thanked the recipient for their hard work and the time they had invested in creating the business thank-you. It acknowledged the recipient's role in the success of the business and expressed gratitude for their contribution. The note also included a personal message from the business owner, expressing appreciation for the recipient's effort and the time they had invested in creating the business thank-you.

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In today’s economy, the sale is just the beginning of the customer relationship. Value comes from after-purchase interactions—and that is accomplished by delivering consistently pleasant customer experiences. Work on skills in the product or action does not lead to an immediate conversion of the customer or transaction. This is where the business thank-you note can make a significant impact.

It’s not just about saying “thank you.” It’s about expressing gratitude in a meaningful and thoughtful way. By doing so, businesses can strengthen customer relationships, build trust, and foster loyalty. It’s a simple gesture that can make a big difference in the customer experience.

Thank you notes serve many purposes. Some examples include:

- Acknowledging the contribution of the recipient
- Expressing gratitude for their effort and time
- Building stronger relationships
- Strengthening customer loyalty
- Fostering a positive reputation

In today’s fast-paced world, it’s easy to overlook the importance of a simple thank you note. But, when done thoughtfully and sincerely, it can make a lasting impact on the recipient. It’s a small gesture that can go a long way in building stronger relationships and fostering loyalty. So, the next time you have the opportunity, consider sending a simple thank you note. It’s a small gesture that can make a big difference in the customer experience.
Turn complainers into brand advocates. Find the love.

JAY BAER

Sometimes you have to hug your haters. A customer study I conducted with Alacrity Research found that answering customer complaints boosts your customer advocacy, regardless of complaint channel or type. Conversely, not answering customer complaints decreases customer advocacy across the board. Hugging your haters boosts customer advocacy. But what does that really mean, and why does it matter?

Bigger impact
Customer recovery is part of why it matters, but it goes beyond that. Hugging your haters can enhance short-term and long-term efficacy for your business, create expressions of public support, and find new financial impacts along the way. In opening positive word of mouth, a successful recovery can have an instant impact of regular advertising. When people have a problem and that problem is solved, they are more likely to talk about you online.

Subging problems costs loyalty
This dynamic—the ability to actually create customer advocacy out of complaints and problems as a springboard—has been documented for decades. In his book, The Whiz Way, Guy Kawasaki, Ph.D., former vice president of marketing at Apple, discusses the famous Apple “Think Different” campaign.

“Not all the people in the company who see it might write, ‘I’ve just pinged Katie from Uniball! She’ll help me answer the question,’ “he says. And no one understands how effective our emergence of companies participating in the business-to-business (B2B) platform. The site is a place where a question is posed in the Spiceworks community about Unibonds (an enterprise data backup company).

“One of the people in the company who saw it might write, ‘I’ve just pinged Katie from Uniball! She’ll help me answer the question.’“ They travel to your website, they can see all the blog posts, books, papers, articles, and other marketing content you produce. If you produce content that is relevant to them, they will keep coming back to check for new content. The more content you produce, the more they will come back to check.

Missed connections
LOVE IS IN THE AIR
We know you have a passion for your business. We know you have a passion for your products. We know you have a passion for your customers. But how do you know if your business is loveable? There are a few things you can do to check for love.

TOUGH CUSTOMER
We can help. See what we’ve all about at relate.zendesk.com.

ANALOG SHOPPING CART
Good as new, just tracked it for a few (digital) nal. Almost unnoticed on the TV screen before you put it in the basket and push it around the neighborhood. Your friend will be impressed.

PUPPYES
No one in the world. You tell me the price.

SEE WHAT’S IN STORE
Mystical, mysterious fortune teller who can read the crystal future. Want to know what your customer is thinking? Simple. Ask for a small mass. Cash only. Sold out in the corner of the parking lot.

BUT WHO MADE THIS?
Visit the Zappos booth. Talk a ride on your stationary bike. Each mile you ride, we donate to shopping experience. But you seemed into it. Wanna meet for coffee?

SHIPED, YOU DROPPED
I was trying free lotion samples when one got away from me—right under your foot. Is your tailbone okay? Let’s battle the shopping mall together. Marble floors are a disgrace.

OVERHEARD AND OVERHEATED
You’re sure, “I’m not a fan of mystery,” you say. I was talking to my new jeans. But you seemed into it. Wanna meet for coffee?

READY FOR MY CLOSE-UP?
You: Head of security at the mall. Me: “I SHOPPED, YOU DROPPED”

FUTURE (2017 and beyond)

DRONE DELIVERY
What’s next? Future drone delivery service. Commercial drone delivery has not been approved for business by the Federal Aviation Administration, yet, but the technology exists, so be prepared.
Software for better customer relationships.