

The rising importance of customer experience in marketing strategy

Customer experience (CX) is rising in importance within companies annual marketing strategy. Customer experience had better be at the top of your list when it comes to priorities in your organization as customer experience is the new marketing.

Organisations that drive attention to customer experience enjoy increased revenue and repeatedly out perform their competitors. No surprises there. Optimizing customer experience is the most exciting opportunity this year, over data and content can you believe.

[The Digital Marketing World Forum \(DMWF\) Global Expo 2019](#) running on the **23rd-24th May at Business Design Centre London**, has Simon Miles, Coca-Cola's Global Customer Director of Walmart International doing a keynote speech on how to put your customers first and how to define your CX strategy. This is all in the new track focusing on e-commerce, UX and CX disruptions and strategy.

In the current, ever expanding and saturated business landscape, customer loyalty is becoming a increasing important tactic to cut through the noise. Chip Bell says that loyal customers aren't just great in the obvious way, they make their family and friends buy from you "loyal customers, they don't just come back, they don't simply recommend you, they insist that their friends do business with you". The London #DMWF show also has a not to be missed, panel discussion on '[customers Loyalty: How to Improve Retention in eCommerce with Personalisation & CX](#)'.

Brand consistency is companies' biggest feet when it comes to customer experience and one which is rarely achieved with [94% of consumers](#) claiming to be frustrated by disjointed experiences in their journey. Although this issue is perfectly understandable considering brands are made up of several, quite differing, silos – sales, marketing, digital, mobile and ecommerce management, as well as "behind the scenes" departments including inventory and supply chain management. And this is why the secret to quality customer experience is to ensure they don't notice these different silos and that each touch point is seen as a seamless branded customer experience. New research shows that over 74% of people agreed it was 'important - very important' to have a cohesive omnichannel experience.

Companies need to really utilise well-known resources such as mobile and customer feedback forms. An outstanding 70% of companies delivering exceptional customer experience use customer feedback ([ThinkJar](#)) – which you'd think every company around the world would be taking advantage of this - seemingly not. And when it comes to interacting with a business for customer service and support, 78% of consumers use mobile devices, which increases to 90% when working with millennials ([Genysys](#)), whom are the future, so we marketers need to take note.

[#DMWF Conference](#) has been embraced by the UX, CX and Ecommerce community with notable experts and leading organisations joining the conference agenda, with sessions dedicated to CX, UX and Ecommerce strategies. Event attendees can expect to meet with over 1,200 like-minded individuals, 60+ exhibitors such as [Linkfluence](#), [Brandwatch & Crimson Hexagon](#), [Social Seeder](#), [Content Square](#), [Sprinklr](#), [Vertical Leap](#) and [Nucco Brain](#) in a series of networking opportunities. The #DMWF Conference will also allow you to ask questions to the event's [60+ thought leading speakers](#) in Q&A sessions. Speakers within the CX, UX and Ecommerce network, include:

- Simon Miles, Global Customer Director at Coca-Cola
- Frederick Hickman, eCommerce & CX Manager at Expedia Group
- Eoin Kenneally, Head of CX – Digital and Insight at Hermes
- Kelley Brogan, Head of Customer Experience for Store of the Future at Farfetch

- Sunil Pithwa, Senior UX Designer at Aviva
- Alessandra Alari, Head of Search and Mobile UX, UK and Ireland at Google
- Anna Potanina, UX consultant at Google
- Oisín Lunny, Professor for UX Driven Business at Barcelona Technology School
- Steve Millard, Head of Ecommerce & Digital at Arla Foods
- Frederick Hickman, eCommerce & CX Manager at Expedia Group

The 2019 [World Series](#) announced they will be in London, Amsterdam and New York for another year, making 2019 the best event yet. The [#DMWF Expo North America](#) will be hosted in Brooklyn Expo Centre 11th-12th September and [#DMWF Expo Europe](#) will take place in RAI, Amsterdam on 25th-26th November 2019.

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<https://www.digitalmarketing-conference.com/>