

How to Deliver an Unforgettable Customer Experience

Why Revenue Team Alignment Is
the Secret to Making It Happen



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From first touch to offboarding, revenue teams need to be aligned in how they execute the customer experience.

When sales, marketing, product, and customer success teams aren't aligned, the buyer's journey becomes staggered and memorable for the wrong reasons.

Poor customer experience will cost your business revenue, result in slow pipeline generation, and cause your company to fade into the background while your competition takes the spotlight. According to [Gartner](#), "During the buying journey, companies that deliver a great buying experience grow twice as fast as those that deliver average experiences." The inverse is also true. According to [Statista](#), in 2020, 40% of customers stopped doing business with a company because they received poor customer service.

If you're wondering whether this is about you, take a look at how your revenue teams operate: do you have a shared definition of a lead? A unified process for nurturing them? A deal cycle that runs smoothly? If not, then this ebook applies to you.

Can you see where the holes are in your customer experience? How can you get on the same page with your other revenue generating teams to ensure that your buyer is ideal?

We interviewed a few marketing and sales leaders to get their perspective on how to align revenue teams for a shorter deal cycle and memorable customer experience.

Do You Provide a Memorable Customer Experience?

Creating a memorable experience means that from the very beginning, the customer feels valued and cared for. This means treating them like a person, rather than a quota to fill. The better the experience, the more likely they are to complete a purchase and do business with your company.

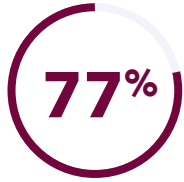
In fact, Forbes found that 77% of consumers say inefficient customer experiences detract from their quality of life. Even more, 73% of consumers say that a good experience is key to influencing their brand loyalties. This aligns with the fact that brands with superior customer experience bring in five to seven times more revenue than those that have an inferior experience.

So, what does it mean to provide a top tier experience? The first step is getting aligned across your revenue teams. True alignment requires shared language, tactics, and metrics from all departments about how to serve the customer at each stage of the funnel. Yet, according to Gartner, the alignment gap among teams on even simple definitions, like a “high-quality lead,” is 36%.

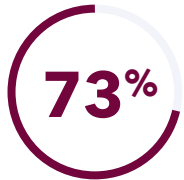
For many companies, thinking about the customer journey and buying experience starts and ends with sales and marketing. These two teams often supply the first touch to new prospects, but the customer experience should extend beyond them to include customer success, product, and all revenue-generating teams if you truly want to serve your customer.

ABM is a crucial part of the experience, as it provides a level of personalization that





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today's buyers not only crave, but require. Still, ABM only focuses on the pre-purchase stages of the journey. Account Based Everything (ABX), on the other hand, is a more accurate way to think about providing value throughout the lifecycle, as it considers the buyer's needs even after they have committed to your company.

Providing a great experience necessitates holistic thinking, which inevitably requires alignment with not just marketing and sales, but the product and customer success teams as well. This means coordinating outreach with aligned messaging, maintaining comprehensive customer data, and collaborating with the entire revenue team across the customer lifecycle to increase retention and drive growth.

Reasons Your Customer Experience Misses the Mark

Often, when businesses face high customer acquisition costs (CAC) and experience higher customer attrition, they attribute this to market fluctuations. But according to [McKinsey](#), B2B companies have a customer experience index rating of less than 50%. This means that more often than not, companies are missing the mark on providing excellent experiences during the customer journey.

Here are some reasons your customer lifecycle journey misses the mark.

Weak Personalization Tactics

Modern customers expect personalization at every stage of their journey. Especially after they've committed to purchasing your solution, customers expect their customer success manager to know about every conversation, promise, and plan up until that point.



According to Aaron Drummond, Head of Sales at Place, “Personalization is good to break the ice, but personalization to show how your product will solve a problem is best.”

As Victoria Albert, VP of Marketing at INFUSEmedia, says, “If I’m a client, show me you know me. And show me, don’t tell me. As a sales leader, get out of your way and stop pretending people like presentations. Reinvent yourself and sell a different way. Be a human being.”

Poor Messaging

Your messaging needs to show your buyer that you know them inside out, and your messaging needs to be consistent, whether they are speaking with sales, marketing, or the success team.

With his team, Garrett Marker, VP of Sales at Braze, asks, “How informed is that messaging that we’re leveraging? How much of that is from the customer? Are we leveraging feedback from customers and prospective customers, or are we assuming we know all of the info?”

If your company fails to stand out, your messaging probably needs adjustment. It is also likely that marketing, sales, and customer success are each telling the prospect something different. This can indicate that your teams aren’t aligned on your personas and their pain points, which confuses the customer. A confused customer doesn’t stick around for very long.

SDR Mistakes

The SDR is often the first point of contact between a lead and your company. But if your SDR is depending on old tactics, then your company messaging will fade into the background and become part of the noise. Your audience’s bandwidth is lower than ever, and unless you bring something new to the table, they’re not listening.



“For SDRs, the whole ‘smile and dial,’ pound the phone, generated generic email is truly out the door now. The thing that SDRs and AEs are doing net new is personalization,” says Drummond. This is true in his personal experience on the other side of the buying experience, as well. “A lot of the time, I get forwarded things that are irrelevant to problems we are having. If it doesn’t call out something that matches my ideal customer profile to a T [...] I’m immediately ignoring you.”

These faux pas along the customer journey can have long-lasting and expensive consequences for your business. Besides getting your teams on the same page, what can you do to improve the customer experience before it gets out of hand? We have a few ideas.

How to Team Up for an Unforgettable Customer Experience

Alignment across your revenue teams fosters a full funnel customer experience that stands out from the crowd. It also inspires more innovation in customer acquisition tactics. Here are some tips for creating a distinct experience that cuts through the noise.

Differentiating the Customer Experience Requires Collaboration

Collaborating to differentiate the customer experience requires input from all teams. As Marker says, “It’s not just about collaborating on sales and marketing, but thinking about and aligning sales and finance and product and marketing.”

This requires adapting the buyer journey to the way modern buyers buy. As Albert says, “We are not trying to recreate the buyer’s journey, we are just trying to meet them where



they are.” To meet them where they are and differentiate their buyer experience, Albert says her team’s job is to figure out what the customer needs and give it to them. “We need to know who our buyer is and what their outcomes are. If they take a third meeting, they want something out of it. We have to find out what that is, and trail back to get them what they need.”

Carolyn Chapin, Senior Director of Global Demand Generation at LogicGate, agrees. “We try to differentiate by putting the customer first and thinking about what would be most helpful to them at a particular stage in their buying process. Buying software can be complicated and most buyers have competing priorities. How can we make the process as easy as possible for them?”

The answer: collaboration. “Collaborating with sales plays a big role in this. They can offer insight into what they’re hearing from buyers: what questions they get, what messages are resonating, and what content is helpful.”

Be Innovative in Outreach Across the Funnel

Stand out from the noise by doing something different. Albert’s team [sends gifts throughout the funnel](#). For one of their use cases, they send gifts after trade shows, then again at MQL/SQL conversion – “book a meeting and I’ll send a bottle of Rosé,” she says. Gifting happens again at the closed/won stage when they convert over to client success as part of the retention strategy.

Chapin also uses gifting as part of her outreach and differentiation strategy. “We have had the best luck with direct mail when it’s tied to a live event – for example, a coffee and tea kit for an interactive virtual event – and used mid to bottom of funnel. We’ve also seen our sellers use it as a thoughtful way to increase deal velocity or reward a champion in the deal cycle – a coffee gift card to send to a mid-funnel prospect who mentioned feeling tired, some branded swag for an enthusiastic champion, etc.” Even more, she says, “We see gifts related to experiences that are interactive get the most engagement and make the most memorable impact.”

According to Albert, the gift you give must be considerate of and unique to the person you are

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gifting. “Branded merchandise might work for new hires, but for clients, who cares?” Instead, she recommends unusual or high-end gifts when gifting clients. “If you send them socks, they have to be wool socks handmade from Ireland from a sheep sheared two weeks ago on a family farm of five generations. High-end doesn’t have to mean expensive, just an experience they can’t readily get.”

Embrace Cost-Effective Solutions

For marketing, aligning with sales on how to use direct mail in different parts of your funnel can help you stand out from the crowd and draw the attention of your ICP better.

When thinking about optimizing cost and efficiency, Drummond runs different scenarios and thinks through what changes they can make and still be effective. “What do I really need? Let’s be lean here, but if I do this and cut these products, what could [marketing] do with this? How much would this drive inbound leads? How could marketing balance that out?”

Marker suggests a cross-functional effort. “Weekly pipeline council: all groups who own some component of the pipeline number review what’s in flight, what’s worked well, and where do we need to pace and improve.”

With your powers combined, revenue teams can have excellent insight into your prospect’s needs and have the resources to meet them where they are. Don’t try to force the buyer into the seller’s journey; otherwise, your deal cycle can stretch out forever, or worse, end before it starts.

Use personalization to your advantage to shorten the deal cycle. [ABM campaigns](#) have shown remarkable success across industries. Take it one step further and embrace ABX to show the customer you care about their needs, even after the deal is done.



Align Your Journey With Customer Needs

Today's buyer has higher standards for their customer experience than ever before. So much so that an excellent experience is the linchpin in scaling revenue growth. According to [Gartner](#), "Delivering a great experience to prospective buyers has the biggest impact on whether or not they will buy something. The overall buying experience actually outranks product and price."

Revenue teams – sales, marketing, product, operations, and customer success – need to get on the same page about customer expectations and meeting their needs in a timely, cost-effective manner. Since only a fraction of modern businesses excel in this arena, innovative companies can stand out by tightening their messaging, increasing personalization, and training their revenue teams to meet the standards customers have come to expect.

In particular, direct mail at strategic points in the buyer journey can be very impactful in the overall customer experience. But your teams have to be on the same page to pull it off effectively.

Learn how strategic direct mail can help your business stand out from the crowd.

[Request a demo of Sendoso](#)