

The leader's guide to customer experience

How to build a value exchange
that sets your business apart



Contents

Introduction	03
A competitive landscape calls for a value-driven approach	04
The value exchange: a blueprint for long-term differentiation	07
The path to developing an agile value exchange	12
Feefo drives competitive advantage	17
Conclusion	19
Get in touch	21
References	22

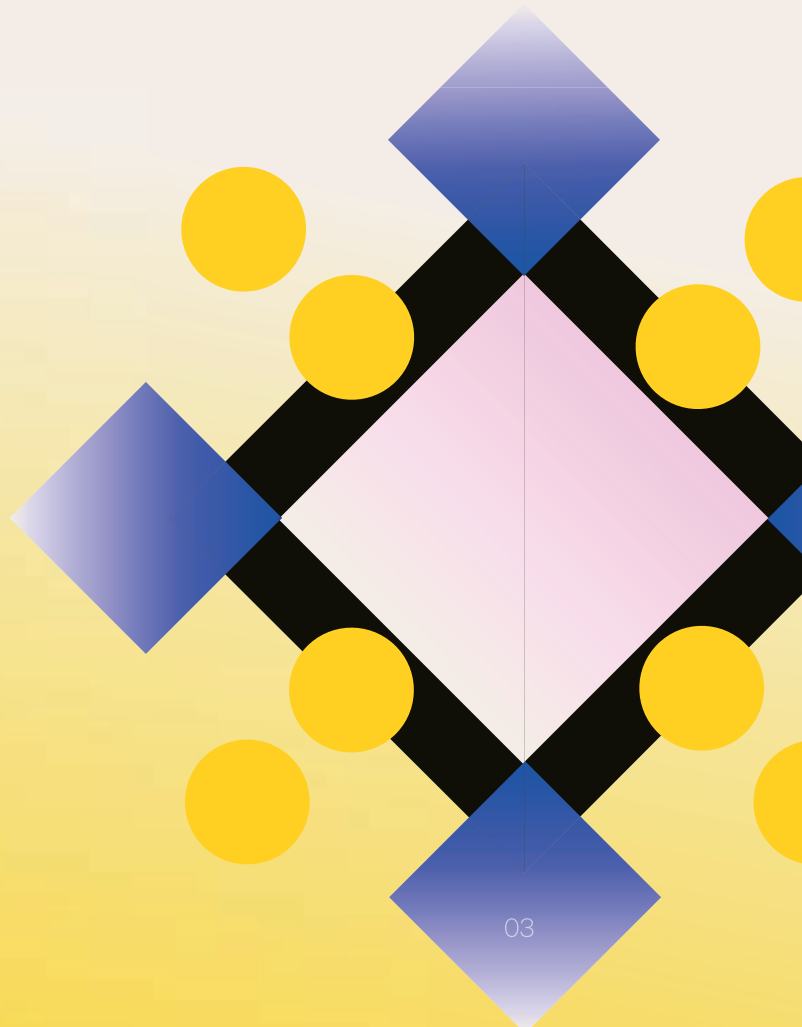
Introduction

As consumers are buying less and demanding more value, businesses are faced with a key challenge: how can they differentiate themselves enough to win more wallet share?

Success will depend on building an agile value exchange, which relies on three core competencies:

1. Addressing critical opportunities and pain points using customer insights
2. Adopting a customer-centric approach from the top down
3. Reviewing investments with the voice of the customer top of mind

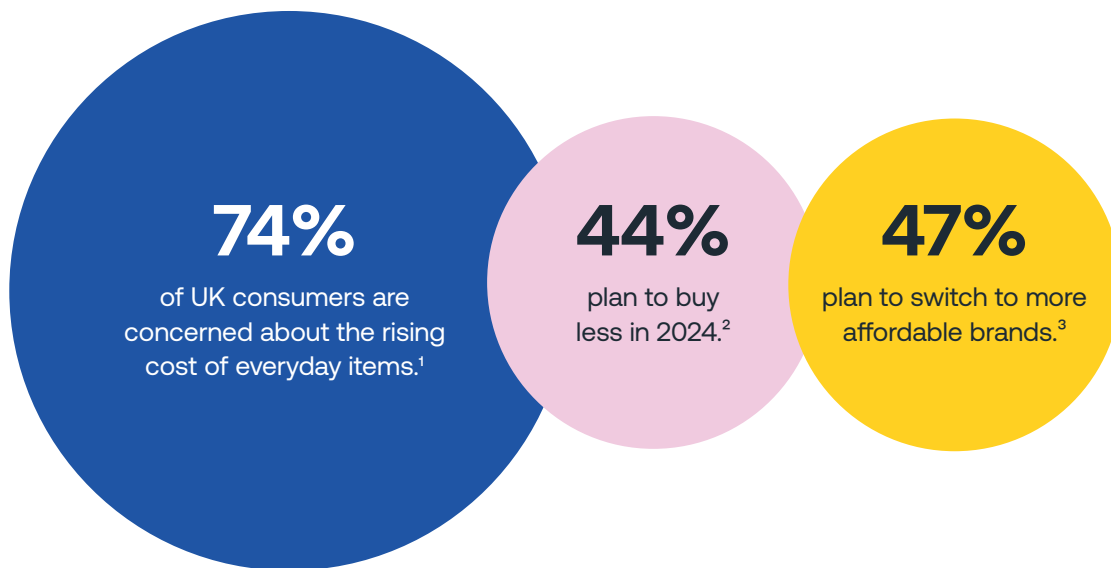
Drawing on the insights from our [Consumer Benchmark Report](#), this eBook examines how organisations can better understand their customers and deliver on their expectations. Business leaders can apply these strategies to build an enduring competitive advantage, navigate market changes, and thrive in a dynamic landscape.



A competitive landscape calls for a value-driven approach

Consumers are buying less and demanding more

With rising prices in mind, people are spending more cautiously. They plan to make their money go further, switching to more affordable brands and seeking out the best deals without compromising on quality.



Despite spending less, people expect unparalleled value far beyond the transaction. Receiving a good service isn't enough – they want long-term engagement and recognition from the brands they shop with. Compatibility of ethics and beliefs is also crucial, particularly from an ESG perspective. 74% of consumers say that sustainability practices are important to them when choosing a brand.⁴

People don't just want a great product or service – they want long-term connection.

Value-driven companies will come out on top

To drive up sales, businesses often turn to loyalty programmes, reward schemes and discounts. In fact, 53% of companies plan to escalate promotional initiatives in the coming months.⁵ While temporarily effective, these tactics will have limited success in the long term – particularly given consumer demand for value beyond the price tag.


Instead, companies should prioritise the customer experience as they look to increase revenue. Doing so can deliver breakthrough growth – often more than double that of industry peers, according to McKinsey.⁶ Successful businesses will be those that consider the customer's perspective of the value exchange and approach every decision with customer experience front of mind.

“Rather than relying solely on a discount pricing strategy to drive sales, leaders should make customer centricity their north star, starting with the value exchange.”

Arianne Riddell
Chief Commercial Officer, Feefo



The value exchange: a blueprint for long-term differentiation

A pair of antique brass scales of justice, symbolizing balance and value. The scales are made of dark, polished brass and feature a central wooden pillar with a decorative top. Two pans are suspended from the pillar by chains. The background is a soft, out-of-focus interior setting.

Why focus on the value exchange?

The value exchange is more than just a marketing strategy; it is a lever to turn prospects into customers, and customers into advocates. Research by Feefo and Censuswide shows that 54% of people are more likely to repeat purchase when they feel personally valued by a brand.⁷ A further 27% say feeling valued by a brand would motivate them to advocate.⁸ At its core, the value exchange is an unmissable opportunity to drive growth.



A mutualistic relationship

Business leaders can look at the value exchange like a scale. If it is tipped in favour of the customer, perceived merit of the brand is compromised. Customers become low margin and high maintenance. They may even become detractors – taking what they need, moving on, and encouraging others to do the same. If the value exchange is tipped in favour of the business, negative repercussions are equally likely. When customers believe they're not getting the experience they deserve, they will complain to their peers. The key for business leaders is to find the sweet spot by building a fair, mutually beneficial relationship with customers.



The sweet spot: connection

A new type of customer is emerging – one who values meaningful, long-term relationships over transactional ones. In addition to an outstanding product or service, this customer expects personalised engagement at every touchpoint; human interaction wherever possible; and alignment of personal and company values.

By delivering on these expectations, businesses can give customers the connection they crave – and reap the benefits. Consider engagement with feedback; customers are 97% more likely to repeat purchase from a merchant that replies to reviews.⁹ Post-sale engagement is equally effective, with 92% of companies claiming it increases their credibility with customers.¹⁰

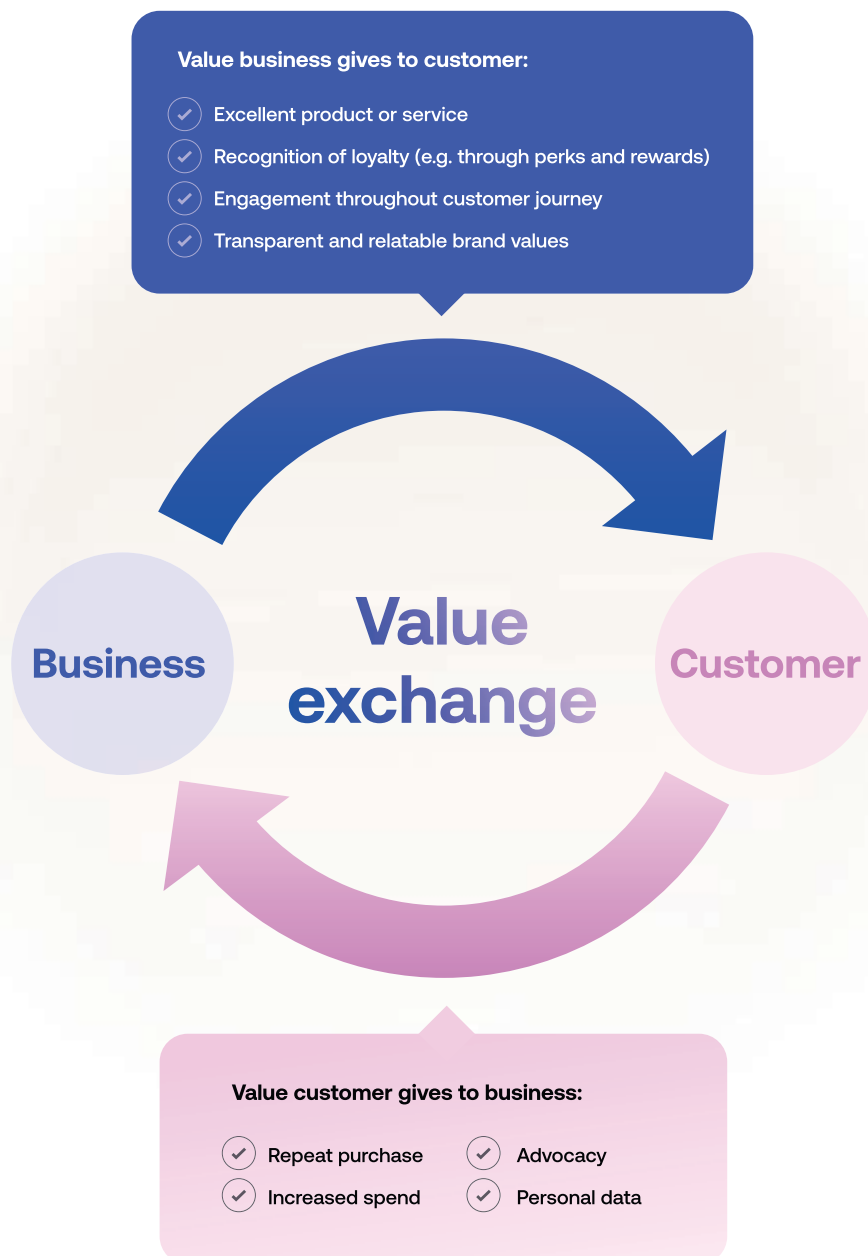
A business-customer connection can benefit both parties equally and is therefore a crucial part of the value exchange. Figure 1 shows a basic value exchange. It represents consumer expectations of brands that were identified in our [Consumer Benchmark Report](#).



Figure 1

Cyclic diagram of the business–customer value exchange

This diagram is informed by the findings of our [Consumer Benchmark Report](#). The top arrow signifies the fundamental value consumers expect from businesses. The bottom arrow signifies the value businesses receive in return for delivering on consumer expectations.



The path to developing an agile value exchange

While consumers' fundamental expectations of brands are unlikely to change, market dynamics are always shifting. The offering that once set a business apart may suddenly lose its edge. Therefore, leaders should seek to continuously adapt their value exchange in line with emerging trends. The three pillars of an agile value exchange include:

1.

Addressing critical opportunities and pain points using customer insights

2.

Adopting a customer-centric approach from the top down

3.

Reviewing investments with the voice of the customer top of mind

“Connecting with customers, offering a functional product, providing a great service – those things are timeless. But market trends and consumer behaviours are always evolving. This means the value exchange should be in constant motion, as leaders tweak it to remain relevant over time.”

Kerry Leighton-Bailey
Chief Product & Marketing Officer, Feefo



1. Addressing critical opportunities and pain points using customer insights

It is crucial for leaders to think about the value proposition in terms of who their customers are *now*. What matters to them? What would impress them? What are the key pain points in their journey?

The answers, of course, lie in the data. However, 80% of businesses say they have too much data and are unable to use it effectively.¹¹ So how can leaders get to the insights they need, fast?

A good starting point is to look at customer feedback. Fundamentally, it provides a detailed view of people's opinions about a brand, at every stage of their journey. This can help teams identify new opportunities and areas for improvement. But more than that – it enables them to see the value exchange through a new lens.

Leaders should note that they don't always need to invent never-before-seen products or features; improving one or two signature moments of the customer experience can be just as effective. It may be as simple as making the delivery service feel more 'human' – such as by encouraging drivers to send a text before they arrive. The key is to zoom in on a few critical moments of the customer journey. Doing this successfully relies on verified feedback, which is guaranteed to have come from genuine buyers. That way, leaders can be sure they're addressing customers' real needs and pain points as they build out their value exchange.

Businesses that base decisions on data are

19X

more likely to be profitable.¹²



2. Adopting a customer-centric approach from the top down

Adapting the value proposition in line with market change demands a fresh perspective on the business model. It's vital for leaders to identify which elements remain effective, and which have ceased to deliver results. For instance, if traditional advantages like physical storefronts now show reduced footfall, pivoting toward a digital approach becomes essential.

Re-evaluating the business model hinges on incorporating customer feedback at the board level. With so much focus on the bottom line, executives are often distant from the day-to-day action on the ground. By overcoming the boardroom sound barrier, leaders can align their strategies with customer-centric outcomes to ensure they're delivering relevant value.

While it all starts from the top, customer centricity cannot rest solely on the shoulders of the board. Entire organisations, from sales and marketing to operations and finance, need to keep the customer top of mind if they want to offer differentiated value. Having the ability to rapidly analyse feedback and act quickly is the first step to achieving this goal.

The CEO especially plays a key role in championing customer centricity. Their closeness to both the board and the organisation positions them to advocate for the customer at every level. Furthermore, having the CEO involved from the outset helps ensure resources are allocated appropriately for teams to innovate in line with customer needs.

Businesses that actively listen to their customers experience

1.6X
more growth.¹³



3. Reviewing investments with the voice of the customer top of mind

To fund the innovation required for an agile value exchange, business leaders need to revisit their investments with a fresh perspective. This means prioritising initiatives that will drive the most value for customers, and leaving behind outdated assumptions that are not backed by data.

Identifying these opportunities requires a solution geared toward understanding the customer. Leaders should look for technology that ensures data integrity, represents the customers' end-to-end experience, and provides the analytics capabilities needed to generate impactful insights. This will enable them to innovate in line with customer needs as they evolve their value exchange.

A platform that captures customer feedback is particularly valuable. Such data can shed light on pain points that aggregate metrics – like win rate or total revenue – may not reveal. For example, a retailer's sales data may suggest growth; but anecdotal feedback may unearth issues with the order process. Resolving this problem early will prevent it from impacting a larger proportion of the customer base.

Investing in customer centricity and the technology to support it will enable leaders to focus on insights that are relevant to their customers – so they can make impactful decisions for a value exchange that aligns with customer expectations and challenges.

“If leaders want to create new value, they need to incorporate technology that brings them as close as possible to the customer. Looking at trends in customer feedback will help them ensure every innovation drives real, tangible results.”

Steve Powell
Chief Technology Officer, Feefo



Feefo drives competitive advantage



Feefo is the verified feedback and insights platform that enables businesses to connect with their customers and understand what they value. It only collects reviews from genuine buyers – so leaders can make decisions based on reliable data.

With the broadest analytics suite on the market, Feefo gives teams a complete view of the customer journey and helps them identify relevant insights faster. These insights can be used to act on new opportunities, resolve hidden pain points, and deliver a value exchange that prioritises customer needs. The result: a customer experience that exceeds expectations as market dynamics continue to evolve.

**100%**

increase in conversions with Feefo

**2.5X**

more qualified leads with Feefo

**3X**

increase in test-drive bookings with Feefo

**25%**

growth in annual revenue with Feefo

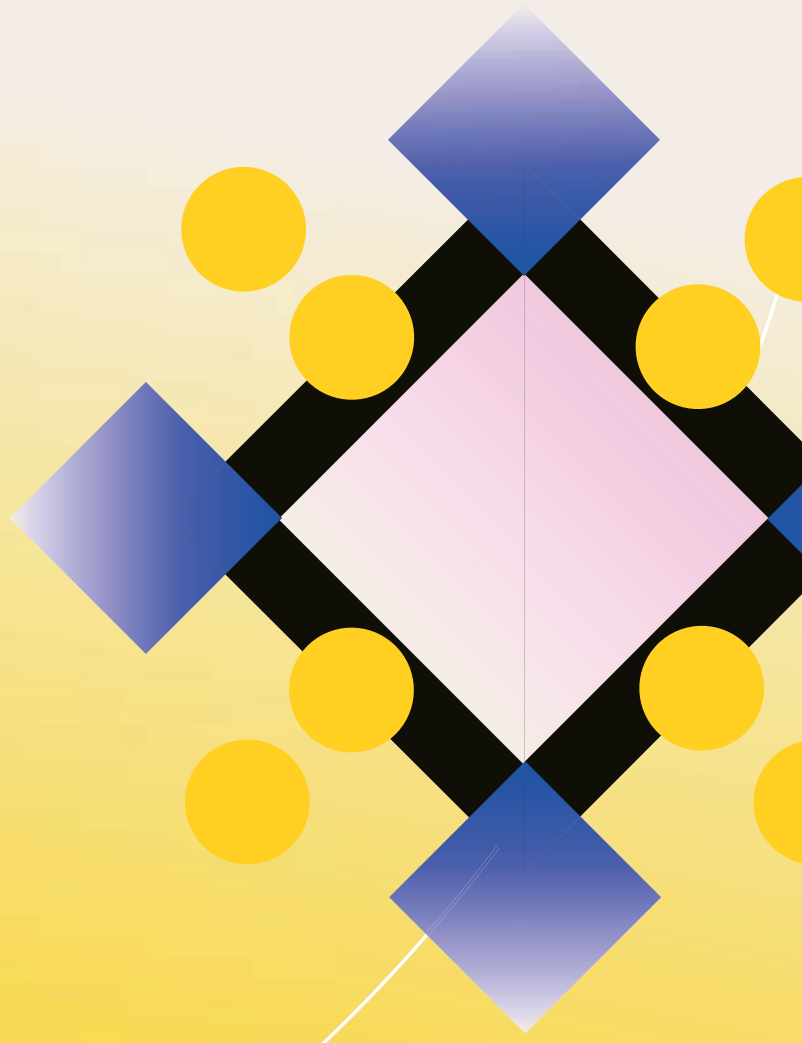
[Read our client stories](#)

Conclusion

With consumers buying less and demanding more value beyond the price tag, businesses face significant pressure to stand out from the competition. While delivering an exceptional product or service remains essential, it's equally important for brands to fulfil their customers' desire for a long-term connection.

However, the real winners will be those that not only meet these fundamental needs, but also adapt their value exchange in line with market changes. This requires a strategic focus on centring the customer throughout the organisation and investing in the right technologies to understand their evolving needs. Armed with this knowledge, leaders can make impactful decisions that drive long-term growth and differentiation.

Verified reviews provide unparalleled insight into customers' needs and expectations, as well as any hidden pain points they may be facing. As such, a customer feedback platform can help leaders craft a dynamic and agile value exchange.



Feefo can help you align your value exchange with changing customer needs



Build meaningful connections

People want to trust and engage with the brands they buy from. Our platform enables you to collect and display real reviews from genuine customers. Prove your business is trustworthy by giving your biggest advocates a voice.



Get to the insights that matter

With our market leading analytics suite, you can get a full picture of the customer journey, identify recurring themes at every touchpoint, and get tailored guidance on how to action your insights. Resolve hidden pain points quickly and give your customers the value they're looking for.



Make decisions backed by real data

Feefo only collects reviews from people who have genuinely interacted with your business. Stop non-customers from skewing your data and ensure your insights come from verified buyers. So you can make impactful decisions that drive real value.

Get in touch

Ready to start delivering more value to your customers?

Call: +44 203 362 4209

Email: sales@feefo.com

Find out how we help thousands of businesses connect with their customers through trustworthy, verified feedback.

Contact us today

References

1. Euromonitor International – Top Global Consumer Trends 2024:
https://lp.euromonitor.com/white-paper/2024-global-consumer-trends/?utm_source=article_overview-trends&utm_
2. KPMG – UK Consumer Pulse Snapshot January 2024:
<https://kpmg.com/uk/en/home/insights/2024/01/consumer-pulse.html>
3. KPMG – UK Consumer Pulse Snapshot January 2024:
<https://kpmg.com/uk/en/home/insights/2024/01/consumer-pulse.html>
4. Feefo – The Consumer Benchmark: From Transactional to Value:
<https://www.feefo.com/uk/business/resources/business-insights/the-consumer-benchmark-from-transactional-to-value>
5. Euromonitor International – Top Global Consumer Trends 2024:
https://lp.euromonitor.com/white-paper/2024-global-consumer-trends/?utm_source=article_overview-trends&utm_
6. McKinsey & Company – Experience-led Growth: A New Way To Create Value:
<https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/experience-led-growth-a-new-way-to-create-value>
7. Feefo – The Consumer Benchmark: From Transactional To Value:
<https://www.feefo.com/uk/business/resources/business-insights/the-consumer-benchmark-from-transactional-to-value>
8. Feefo – The Consumer Benchmark: From Transactional To Value:
<https://www.feefo.com/uk/business/resources/business-insights/the-consumer-benchmark-from-transactional-to-value>
9. Feefo – The Consumer Benchmark: From Transactional To Value:
<https://www.feefo.com/uk/business/resources/business-insights/the-consumer-benchmark-from-transactional-to-value>
10. Forrester – Build An Effective Customer Advocacy Program By Knowing The Four Advocate Types:
<https://www.forrester.com/blogs/build-an-effective-customer-advocacy-program-by-knowing-the-four-advocate-types/>
11. Forbes – Too Much Data, Too Few Skills. To Achieve Personalization, There Is Another Way:
<https://www.forbes.com/sites/adrianswinscoe/2023/03/17/too-much-data-too-few-skills-to-achieve-personalization-there-is-another-way/?sh=184eb61a4b03>
12. Forbes – Why Businesses Need Data To Make Better Decisions:
<https://www.forbes.com/sites/bernardmarr/2021/10/11/why-businesses-need-data-to-make-better-decisions/?sh=560ead3b4e26>
13. Gartner – CMO Spend and Strategy Survey 2022:
<https://www.gartner.com/en/digital-markets/insights/customer-centric-marketing>

How evolved is your **customer** insight strategy?

Discover how advanced your customer insight process is with this questionnaire

[Take 2 minute questionnaire](#)

How well do you think you know your customers?

Very well

Pretty well

I'm not sure

Not very well

