
Five Secrets for Improving Customer Experience via Better Product Content



Product Information Management (PIM) focuses on how you manage your product data. Look at it another way and you'll see that your product data is a key element in the customer experience (CX). In fact, many of your competitors may already be in on this secret. After all, improving the customer experience is a benefit of using a PIM solution. In fact, more often than not, CX is the differentiator that builds brand trust, establishes loyal customers, and drives revenue today.

That said, the opportunity is open to all – and companies are smart to seize it. According to McKinsey, B2B customer experience index ratings rank far lower for B2C. In fact, while the average B2C company scores 65-85%, the average B2B company comes in below 50% in the rankings. Flip this formula on its head, and you have much to gain. According to research by the Temkin Group regarding B2C and B2B experiences, 86% of those who receive a great customer experience are likely to return for another purchase. Let's explore why – and five ways you can improve CX with your product content.

Customer Experience and Storytelling Go Hand in Hand

Creating a world-class customer experience is all about storytelling.

Your potential customers are searching for and making purchase decisions from anywhere at any time. Your job is to grab their attention, ignite their imaginations, and activate their desire to purchase from you. That's where stories come into play. Tell a story with rich, consistent product information and you stand out from the crowd and empower buyers to easily connect the dots between what they're searching for across channels and what you can offer them. It's about creating an online product experience that instills trust and confidence in your offerings. The mandate is to deliver a personalized, relevant and timely experience with engaging content wrapped around your products.

1 Start With the Right Product Data

Product data is critical to the buying process- affecting everything from search results and brand recognition to product comparisons and purchase decisions.

That's why you need to provide relevant, contextual content resulting in a great customer experience in any channel. The richer, more accurate and more timely the content, the better.

It starts by planning campaigns, assortments and other marketing activities in the same platform where you manage product information. Seeing the full plan and critical path ahead across all

channels and geographies, you can easily keep track of, enrich and publish the right content to the right channel at the right time.

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- 3** **Secret 3**
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- 4** **Secret 4**
Avoid a Hard Sell
- 5** **Secret 5**
Simplify the Purchase Process

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It's All About Context

While some product data is purely factual, rich product data can set the stage for contextual content that fosters a brand affinity.

An IT professional looking to update their malware protection downloads a corresponding FAQ on the latest viruses. As a result, he uncovers a potentially dangerous virus on the company network before it impacts performance.

Contextual product information that proves valuable to a prospective customer reflects positively on the vendor's brand. Just as significantly, it triggers emotion – and that's more important in B2B purchases than many realize. Think of it this way: When a consumer makes a poor purchase choice, the stakes are usually low. However, business purchases can add up to hundreds of thousands and

even millions of dollars. An emotional connection with a brand can dramatically lessen the perception of risk.

In fact, Google's research with CEB and Motista found that B2B buyers are five times more likely to consider buying from you if they feel a connection to your brand. Moreover, they're 13 times more likely to purchase, and 30 times more likely to pay a premium.

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3 Ensure a Consistent Brand Experience

When buyers are searching online, they want the process to go quickly and smoothly.

After all, they have work to do! It's beyond frustrating to come across a product that doesn't include all the details you need to make a confident purchase decision. Or to find different information for the same product in different channels. In such cases, buyers don't purchase or they warily purchase and are sometimes forced to deal with returns because the product isn't as expected.

Ideally, you populate your site with up-to-date, detailed information – and provide the same to your partners and in other channels to ensure consistency. This promotes a professional, trustworthy brand and streamlines the purchase purchasing for buyers.

“ Almost half (44%) of consumers surveyed said a lack of general information about a product such as fit, fabric, ingredients and dimensions would dissuade them from purchasing from an online retailer. ”

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4 Avoid a Hard Sell

Today's buyers are wary of being sold. According to Forrester, 59% of buyers prefer to do research online instead of interacting with a sales rep because the rep pushes a sales agenda rather than helps solve a problem.

It's one of the top reasons they prefer to self-educate themselves during their purchase journey. These empowered buyers can be choosy about which companies to do business with.

Stories help create a standout experience that attracts these buyers. In fact, done well, stories engage buyers without the audience thinking explicitly about the company's offering. This jives with

findings in the 2018 Content Preferences Survey Report from Demand Gen Report¹. Notably, 88% of B2B buyers feel content producers need to focus less on product specifics and more on the value that can be brought to their business.

¹ <https://www.demandgenreport.com/resources/research/2018-content-preferences-survey-report>

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Simplify the Purchase Process

Today's B2B buyers rely on a wealth of content as they navigate a sometimes drawn-out, complex purchasing process involving multiple stakeholders.

Before engaging a sales rep, 40% of B2B buyers review between 3-5 pieces of content and 21% consume between 5-7 assets per Demand Gen Report. These numbers quickly add up as one considers that 6.8 people are involved in B2B purchases on average. The ideal PIM solution enables you to serve up the most relevant, contextual content for each stakeholder.

Too often, product marketing teams get bogged down collating product information, usually due to fragmented or homegrown systems housing data. For each channel, market, and product, teams often sift through separate documents, image files, spreadsheets and supplier systems. But every minute

wasted on repetitive or inefficient information management is time not spent thinking strategically about the product story – and how to communicate it effectively to target customers and channels. In fact, every inconsistency affects the way customers perceive your brand.

With the right Product Information Management (PIM) solution, you and your team can refocus your energies on telling a compelling story across your product content – a story that yields engagement, conversions, and brand loyalty.

Hear how improving CX is helping e-commerce teams large and small drive better results and keep their customers coming back for more from retailer La Vie en Rose.

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More than **500 customers**
with **1,500 brands** around the world
rely on inRiver

inRiver is the market leader for simplifying Product Information Management (PIM). We put the power in the hands of the user and enable omnichannel e-commerce professionals to manage their product information with a few clicks. No more spreadsheets.

inRiver is fast to implement with an intuitive interface because it is purpose-built for marketers. This makes the creation, enhancement, maintenance, and distribution of product information for every sales channel, in multiple languages, easy to do. Brands around the world rely on the inRiver platform to maximize customer streamline product information management, get to market faster, deliver a stellar customer experience.

We know that you are busy.
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you a free PIM crash course and help you
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