

A CUSTOMER-FIRST CHECKLIST FOR MARKETERS:

TRUST, EMPATHY & RELEVANCE

With **Customer-First Marketing**, the focus is on individual consumers. Marketers implement engagement strategies based on **trust** and crafted with **empathy**, using data and technologies to ensure that every communication is meaningful and **relevant**. Use this checklist to ensure your messages are in line with the customer-first philosophy.



TRUST

Now more than ever, consumers gravitate towards brands they can trust in uncertain times. Are you offering:

- Iron-clad data security?
- Transparent data practices & preference controls?
- Ability to recognize clients across channels and devices?
- Seamless log-in for convenient service?
- Demonstrated value in return for private data?

EMPATHY

Empathy builds connections, respects customer's actions, and supports their needs. Are you offering:

- Enough data to recognize intent and customer situation?
- Special initiatives/rates/discounts to accommodate COVID-19?
- Fast or instant response to customer inquiries?
- Opportunity for building a relationship without focus on transactions/conversion?
- Inbound marketing (website, FAQs, chat, call center) that provides the answers customers need?

RELEVANCE

Relevance is a relationship accelerator, as brands use data to deliver product recommendations and useful content. Are you offering:

- Marketing messages aligned with current events?
- Personalized recommendations/offers based on real-time data?
- Automated messaging that is not too generic?
- Relevance vs. marketing pressure (less is more)?
- Clear alternative (location-specific) ways to purchase from your company during times of crisis like COVID-19?



By aligning trust, empathy, and relevance, marketers can maintain relationships in a disrupted world and serve customer needs on an individual basis.