



# Customer Experience

Understanding customers' experience with the Brand<sup>1</sup>

## Background to the Project

The Client, a D2C skincare startup with a range of 10 products in their portfolio, primarily sold through online channels (brand's own website and other e-commerce platforms).

In pursuit to increase repeat purchase rates and enhance customer NPS, the Client desired to understand in detail the triggers for first purchase, reasons for subsequent purchases or abstinence and their overall Brand Experience. ECG conducted a Customer Experience Study to understand the customers' purchase journey and assess Brand Experience.

## ECG Approach

Our customer experience study covered **3 cities** in **India**, during which our team engaged with over **150** of our Client's customers. Based on the Client's requirements, ECG developed a tailor-made **Customer Journey Map** that plots both **quantitative** and **qualitative** data/responses under **3 dimensions** – ***pre-purchase experience, purchase experience, and post-purchase experience***. These dimensions were assigned equal weightage with each dimension having multiple parameters with assigned scores. The responses were analyzed, and scores were awarded using ECG's proprietary methodology to arrive at the overall **Net Promoter Score**.

## Key Insights

- a. Products as Promised
- b. Market influencers
- c. Track to Crack
- d. Customer support key to a good brand experience
- e. Interact above and beyond

## Project Outcomes

Based on the qualitative and quantitative analyses and findings, scores were awarded for every parameter under each dimension of Customer Journey Map. Based on the scores, ECG highlighted the Brand journey till now and recommended strategies to achieve **higher customer loyalty, decreased customer churn** and **launch more products**.

## Project Timeline

The project was undertaken between February 2023 and March 2023.