To prosper, brands should foster clever experience design, which is known to drive customer loyalty and drive brand loyalty. The winners are those that master the art of sense-making and engage with, and loyal to purposeful brands. By creating stronger appeal, personal and in-depth experiences, and enduring emotional resonance, brands can raise their significance in the eye of the customer.

Therefore, a brand should offer seamless experiences throughout the customer lifecycle and align the voice of the brand with the voice of the customer (their expectations, preferences, and aversions) across the channels. Research suggests that customers are increasingly attracted to, likely to return or refer, and increasingly attracted to, likely to return or refer. While clever experience design is known to drive customer loyalty, loyalty to a brand that customers know, like, trust, and engage with. The winners are those that master the art of sense-making and engage with, and loyal to purposeful brands. By creating stronger appeal, personal and in-depth experiences, and enduring emotional resonance, brands can raise their significance in the eye of the customer.

Douglas Rushkoff in Ours to Hack and Own: “We need to move ahead from an extractive and growth-based economy to one as regenerative and sustainable as we were going to need to survive the great challenges of our time.”

Companies with engaged employees and customers are 3.4 times more financially effective (Human Sigma). Returning, loyal customers spend on average 67% more than acquired new customers. The cost to acquire a customer versus the cost of retaining a customer is five-to-one or even higher.

What makes buying propositions? What makes service propositions? What makes clients prefer or return?