





The Art and Science *of* Customer Experience

WHITEPAPER

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Chapter 1

Foundation for Experience

Choosing the Customer-First Mindset

Key concepts

- ✔ customer happiness
- ✔ teamwork
- ✔ support culture
- ✔ omnichannel experience

In a world where customers call the shots, most businesses already know the benefits of putting customers at the center. But “customer-first” is more than a set of tricks or strategies to increase business profits. It’s a whole new mindset, and adopting a mindset is not easy.

To top it off, no company can ever truly say they have arrived—it’s a constant work in progress. Here are some ideas that have worked for us and that will hopefully work for you 🙌

Listen to your teams

Support teams are the VIPs of a customer-first company because their feedback is a representation of the customer's voice. However, a [study conducted on 300 product managers](#) shows that feedback from support often does not make it to the roadmap. If not support, who has the largest say? Not surprisingly, sales feedback ranked quite high. But is it only about new customers bringing in fresh income? 🤔

A customer-first company cares deeply about every customer, not only new customers. If you want to provide 5-star service, make sure you listen to those who know your customers best.

“

Amazing things will happen when you listen to the consumer.

- Jonathan Mildenhall -

”

At Bluestone, we walk the talk: Four of our project advisors have become architects and are now part of the product development team. These people have been “in the trenches,” helping customers implement our [Product Information Management](#) solution. Now they will contribute their knowledge and experience directly to the roadmap. For us, it's a way to drive customer-led innovation into the product. Any company can find ways to do that. What are yours?



Improving team communication can make a real impact on your customers' happiness and on your bottom line. Apart from the right technology, businesses need an attitude change—and those who overlook that will lag behind.

Important tip

Get comfortable with change

When people are on the same page and are committed to the new mindset, they will start noticing areas for improvement. Some of these may surprise you. In a software house: “So we have those customer-requested UI features, but does anyone know exactly what they’re used for?” In an e-commerce company: “Do you really want me to [update these 5,431 attributes by hand](#) by Tuesday afternoon?”

Inefficiencies can be coped with silently, sometimes for years, but once you see how they affect your customers, you want to address them straightaway 🕒

In a customer-first company, everyone feels accountable for the goal of customer happiness, and everyone can challenge the status quo

Remember this

You can challenge your teams even more by switching roles. One useful exercise is **letting everyone in the company work in customer support** from time to time. Here’s how they’ve done it at [Customer.io](#): “Every single person gives our customers at least an hour a week of direct support. As we grow, we might scale that back, maybe it will be an hour a month. It’s not so much for them to help with support. It’s so that they talk to customers.” When everyone feels the customer’s pain, it’s much easier to find a solution 💡

Another idea, from [SurveyMonkey](#), is sending your teams on shadow missions: “Promote ride-alongs that enable behind-the-scenes employees to shadow customer-facing teams, giving them a chance to interact directly with customers.” All those interactions keep you on your toes, so you can serve your customers in the best possible way.

Share the knowledge

Engaging a customer [across various sales channels](#) is a difficult task because it often requires you to know the customer's full story.

“

Managing consumer data across channels is a challenge with teams that are historically siloed and not incentivized to share data. Marketers need to understand the 360-degree customer journey, so that a marketer can address a given consumer's concern in the moment.

- Dan Rosenberg for [DMNews.com](#) -

”

How can you encourage the sharing of customer insights within your company? Team communication tools like Slack or Hangouts Chat go a long way. **People are social beings**, and we don't typically need much encouragement once we are able to exchange information easily. Emoji and reactions make it fun 🌟 and rewarding ✨ And if you want to take it a step further, there are bots like Bonusly that let you give your colleagues recognition in the form of bonuses.

Wikis, shared resources, CEM (Customer Engagement Management) systems—the possibilities are many. What matters again is to **make sure that everyone is on the same page** and that knowledge sharing is deeply ingrained in your company life.

There you go, a few things to work on that can make a real impact on your customer's happiness. It all has to do with communication, empathy, and common understanding. Now let's move to the next step: opening up the opportunities for customer experience innovation.

Key takeaways

- **If you are looking to improve CX for your customers, team communication is among the first things to look at.**
- **The most important groundwork is to encourage knowledge sharing at your organization and ensure that all feedback is valued.**
- **A company committed to welcoming challenge from within is ready to respond to customer needs in an agile and thoughtful manner.**



Read more:

[Omnichannel is the future of retail industry](#)

Innovation in the CX Space

Key concepts

- ✓ future of e-commerce
- ✓ omnichannel
- ✓ product automation
- ✓ smart services

Technology advancements allow us to create new shopping experiences, and customers are eager to try them out. You won't outdo Amazon, but if you want to future-proof your business, it's time to think about how you can take your customer experience to the next level.

Why sales companies track customer data

Customers expect easy, smooth shopping experiences, such as:

- Collecting stamps on a digital loyalty card
- Getting product support via social media
- Using AR to visualize products before they buy
- Tracking delivery by talking to a chatbot
- Seeing relevant product recommendations based on their activity


These examples have one thing in common. They're driven by a seamless flow of data that makes shopping nearly effortless.

“

Every trackable interaction creates a data point, and every data point tells a piece of the customer's story.

- Paul Roetzer -

”

The more we know our choosy, picky customers, the better we serve them. By knowing your customer's story, you gain insight into what product bundles she might be interested in. You can create personalized product descriptions so that two customers will look at the same product but each will see what's relevant for them 

It all comes down to offering services that are really useful to your customers. **If you can't promise to make their lives easier, you can't expect them to give their data.** But if you focus on providing a smooth experience and removing customer pains one by one, you will eventually have a smart service that benefits you and your customers.

The future of sales is built on finding new intelligent uses of data.

Remember this

Customers want smart services, and they are willing to open up more of their privacy in exchange. Of course, customer privacy is a sensitive topic that needs to be approached with great care. Let's look at making sure your use of customer data is ethical.

The ethics of convenience

When asked if they're fine with giving up some of their data for the sake of convenience, people respond with a [somewhat resigned](#) “yes”:

We're often happy to give up our data, so long as we have the option of actually giving it up, but we don't like it being taken from us.

- Andrew Hutchinson -

Location, media library, and buying habits make up some of the most sensitive customer data. With [breach](#) after [breach](#) after [breach](#), people have become used to the notion that this data is managed beyond their control. But we as businesses should care about securing customers' privacy far more than the average customer cares. Does it mean that privacy and convenience have to be at odds? 🤔

The answer is to **let your customers choose how much data they are willing to share**. Standard terms and conditions are not enough if we want customers to make a conscious choice. Some businesses now provide separate checkboxes at signup, asking customers if they agree to personalized recommendations. This limits the number of people who will try your more innovative services, but that's still a win-win. Your customers can take advantage of new features, and you are focusing on the more curious crowd that is enthusiastic about the new technology.

Exploring CX innovation

Making your customers' lives easier and compelling them to do more business with you—in today's competitive world, these goals require some innovation. But because we are connected with technology, innovation is no longer available only to a select few.

When you go into uncharted territory, you build your own map. Luckily, you don't have to start from zero. The help comes from APIs, which enable applications to talk to each other. APIs allow you to combine your [Product Information Management](#) with ERP, CRM, and more to create a synergy of those systems. With that, you can connect product content to triggers based on a customer's activity and make sure the content he sees matches his unique profile.

Perhaps you now feel inspired to break new ground in experience innovation. But hold on for just a bit, as we look at the health of your e-commerce strategy. The next chapter is about creating winning customer experiences within the confines of your e-commerce store.

Key takeaways

- **In order to stand out, you need to offer services that are really useful to your customers.**
- **Joining data points makes it possible to create new connections (e.g., between product content and customer activity), so that you can create personalized experiences for your customers.**



Read more:

[Shopping in 2030 and the growing importance of PIM](#)

Chapter 2

Improving E-commerce Customer Experience in 6 Simple Ways

Key concepts

- ✓ great customer experience
- ✓ customer experience strategy
- ✓ e-commerce
- ✓ CX trends 2019

Customer experience is the future of digital commerce. According to [Walker Insights](#), by 2020, it will be the key brand differentiator, rather than price or product. That's why CX is definitely something worth investing your time and effort into.

Why is customer experience so hot right now?

Well, to answer this question we will use some statistics:

- 86% of consumers are willing to pay more for a great customer experience ([Walker](#))
- An increase in customer retention of merely 5% can equate to an increase in profit of at least 25%. This is because returning customers are likely to spend 67% more money. ([Bain & Company](#))
- 72% of satisfied consumers will share a positive experience with six or more people. ([thinkJar](#))

A.T. Kearney: providing more accurate, more complete, and more consistent product information can increase conversionrate from 17 to 56%

Remember this

Cornerstones of successful CX strategy

1. Create a customer-friendly website

In general, e-commerce customers are divided into two groups—people who already know what they are looking for and those who need some assistance.

The first group will surely appreciate a big, easy-to-find search button enhanced with an autocomplete feature powered by AI technology.

This significantly improves the customer experience.

The second group should be able to easily find whatever they're looking for. That's why products must be organized by categories, just like in a physical store. Also, a variety of sorting options such as price, size, or color will be helpful for them.

However, when it comes to interacting with your online store, everyone expects a home page that is fast, easy to navigate, and pleasant to the eye. Preferably it will have a simple and clean design—not many options and no unnecessary distractions.



Take the time to ask people what they think about your page. Use simple usability test services to measure visitors' first impressions and fix all the things they dislike.

Important tip

2. Diversify your presence

Today, people are shopping where they find it most convenient. Did you know that according to [Harvard Business Review report](#), 73% of customers are using multiple channels during their shopping journey?

Yet many retailers still believe that they can add their products to Google Store and Amazon and call it a day. It's a serious mistake 🙅 The truth is, those marketplaces are so big and so crowded that without proper promotion, your products will **rarely show up in search results**.

It would be more beneficial for your business to diversify your presence in the world of digital commerce. After all, the more sales channels you use, the more customers you can reach. Just remember to:

- Deliver consistent information across sales channels
- Review how each sales channel is performing
- Check how you can support each channel with advertising
- Compare the overall sales the channels generate



Each sales channel you use must be properly managed. Use Product Information Management (PIM) software to build a successful multichannel strategy.

Important tip

3. Introduce a simple checkout

Back in 2000, Amazon revolutionized the e-commerce industry by introducing a 🖱️ **super-simple purchase process**. That was a game changer, which was supposed to set a gold standard for all e-commerce businesses.

However, even today, many retailers offer a complex, multi-step checkout process. They completely ignore the fact that it's not just frustrating, it's actually discouraging—according to [Splitit](#), 87% of customers will abandon their online carts if the checkout process is too difficult.

That's why a truly customer-friendly web shop must have an intuitive and simple checkout system. Here's what you can do to simplify it:

- Reduce the number of checkout steps to four
- Remove all distractions that may disrupt the process
- Include a visual progress indicator

When you're ready to go one step further, consider introducing some smart improvements that top brands successfully apply, such as:

- Hide the main navigation bar to create a self-contained checkout page
- Remove the need to set up an account (it's a deal breaker)
- Suggest complementary products inside the cart itself
- Offer a variety of payment options via credit card and of course PayPal



Run an A/B test to discover what type of checkout process brings the highest conversion rate for your e-commerce platform.

Important tip

4. Don't forget about your mobile customers

Mobile commerce (or m-commerce for short) is one of the hottest trends in 2019, with massive potential for retailers. According to [Big Commerce](#), by 2021, mobile sales are expected to account for 54% of total e-commerce sales.

That's why your online store should already be accessible on mobile devices. That's for starters.

Secondly, you must optimize your site for mobile. According to [ThinkWithGoogle](#), 53% of customers will leave a mobile site if it takes more than three seconds to load. Two simple things you can do to make your site fast enough are **checking your server's speed and reducing the size of images**.



Important tip: Use this simple [Mobile-Friendly Test](#) to get a free usability report.

Important tip

Thirdly, review your web analytics to check how many people visit your website using smartphones and tablets. If this number is greater than 30% of your overall visitors, consider creating a dedicated app. It's much more effective than responsive design.

5. Integrate educational content with your website

Knowledge is power 🧠 Especially today, as content marketing is relentlessly making the traditional “please buy my product” messages a thing of the past. Each year, it's increasingly difficult to simply rely on product descriptions and **no other content**.

Furthermore, from the awareness stage through the consideration and decision stages, providing your customers with quality content ensures that they understand both the benefits and the value of your product.

If you still have some doubts, here are some interesting [TechClient statistics](#):

- 61% of U.S. consumers have made a purchase based on a blog post
- Small businesses with blogs generate 126% more leads
- Websites with blogs have 434% more indexed pages

That's why incorporating customer educational content into your e-commerce site is so important. In the past couple years, most companies presented content mainly through their blogs. In 2019, however, **content is king** 👑 It's better to place it in a prominent place on the home page—for instance, just below the “crowd favorites” products.

It's worth noting that coming up with fresh and unique content can strengthen your SEO strategy and ultimately increase your position in Google 🌱



According to [Search Engine Journal](#), in 2019, Google primarily rewards content that goes deeper into a given topic, so aim at 2,000 words or more.

Important tip

6. Go the extra mile to delight your customers

There are many small things you can quickly improve. For instance, the emails you send after each transaction. Don't use the ready-to-use templates your e-commerce platform offers. They're usually unexciting, toned down, and thus completely forgettable. Take some time to tweak the copy in order to make it reflect your brand personality.

Better yet, think of those emails as messages you would send to a friend—because this is how customers are supposed to be treated. Personalize them by **adding some humor and conversational writing style**.

Secondly, send your customers some extra goodies 🎁 They don't have to be expensive. It could be a 5% off voucher, cool looking stickers, or free product samples. Think about those goodies as a nice surprise your customers will find while they're unboxing the package.



Regularly interact with customers on social media and quickly address all negative comments in a polite but professional way.

Important tip

Thirdly, whatever your product is, take advantage of social media to engage your customers. Facebook and Twitter are great communication channels that you can use to **build a loyal community** around your product. Also, social media allows you to deal with customer issues much faster than traditional customer support services.

“ Traditional buying patterns will become **a thing of the past** and both convenience and personalized experience will be put on a pedestal ”

- Einar Augedal, CEO at Bluestone -



Read full story: [Shopping in 2030](#)

Customer experience is first and foremost

Every person working for a company that sells products or services should be guided by the motto, “Customer experience is first and foremost.” Because as we’ve already explained, creating a top-notch customer experience is not only helpful for business growth, it’s a necessity.

Now, let’s zoom in on the single most important feature of your e-commerce store: the product page.

Key takeaways

- Each interaction with your product or brand across every sales channel plays a role in creating a positive or negative customer experience.
- Focusing on customer experience may be the single most important investment for e-commerce businesses, as by 2020, CX will be more important than product quality or even price.
- It’s crucial to make the shopping experience smooth, personalized, relevant, and intuitive for your customers, regardless of the channel they prefer to use.
- Today, a customer’s negative experience can go viral on social media at any time. The good news is that other customers are willing to share their positive experiences too. Keep an eye on how your brand is perceived online.



Read more:

[5 ways to make your customers fall in love with your product](#)

Chapter 3

Creating Product Pages That Convert

Key concepts

- ✓ landing page
- ✓ product content
- ✓ B2B usability
- ✓ conversion
- ✓ product relations

Product pages: We all rely on them in our online stores, but how much time do we actually spend on improving them? If you create a simple page template that suits most cases and expect a product to sell itself, you can easily miss your sales targets and higher conversions. So what elements should an effective product page contain to truly show off the best digital twin of your product?

Titles

If you take a quick look at the leading B2C online stores, you see that product titles are usually **meaningful and descriptive of the product**. Unfortunately, the situation is not so uplifting for B2B solutions. An ERP platform, which is often the basis for information being fed to an online store, produces low-quality titles. Abbreviations and attributes as part of product names and inconsistent text cases, for example text in all caps, make it harder to understand what kind of product we are dealing with. This can **undermine the customer experience**. Let ERP be ERP, but pay attention when creating meaningful product titles in PIM, and use these in customer-facing channels. Implementing a PIM solution will ensure consistent and high-quality product data in all those channels.

Let ERP be ERP, and use a PIM system to create meaningful product titles, which you can feed to your online store

Remember this

Product description

A good story sells, whether this is the product's background story (where, how, and by whom it was produced) or how it should be used. A good story also consists of moments that allow potential customers to **understand the advantages of the product easily**. Avoid general descriptions written by the supplier—not only are they dull, but their generality is shunned by search engines. Genuine product descriptions always work better than generic ones taken from a common industry database or a supplier. Changing from mere product descriptions to narratives facilitates a stronger relationship with the brand and makes room for higher conversion and margins.

Specifications and attributes

It is easy to think that attributes and specifications include only height, length, width, or weight 📏 However, these usually do not cover all the questions customers have in mind. Customers also want to know what a product is made of and how it should be used, maintained, and stored. Use customer service or store personnel to find out more about what information a customer expects about a product.



Think of product attributes in terms of more than dry facts. Cover all the bases and the odds of purchase will rise exponentially. Your customer service team likely has the most insight on the burning questions of your customers.

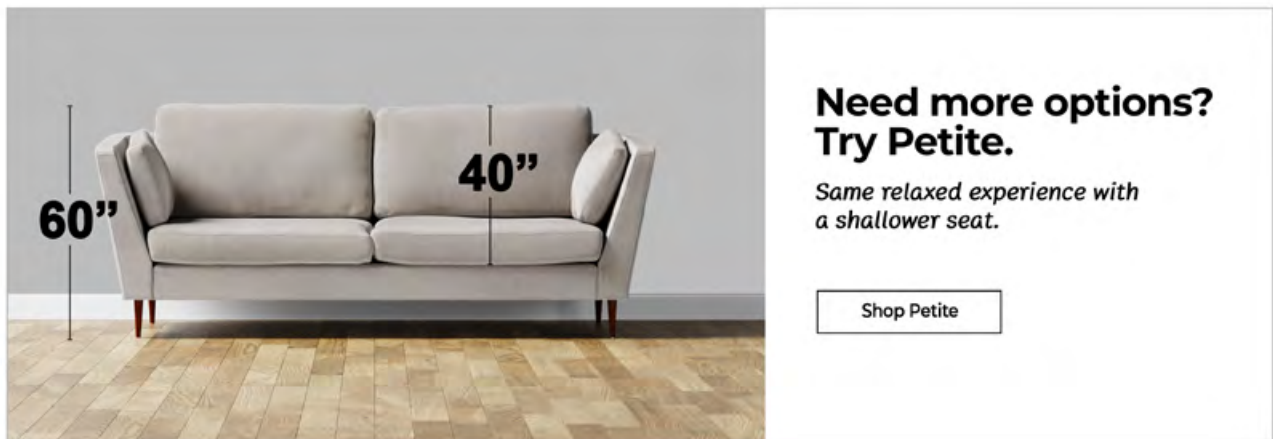
Important tip

When you cover all the areas a customer can imagine, the chances of a purchase rise exponentially. If you have products with multiple technical specifications, consider implementing a comparison tool. We have written more about handling product attributes in “[How to work with product attributes](#)” on our blog.

Variants

A product such as sunglasses can come in different sizes, colors, and lens types. Let the customer know that the product is available in other variants, either with pull-down menus or with different input fields to the other variants.

In addition, explain why the customer should **choose one variant above another**, especially with regards to features for which choices are not always considered (i.e., features other than size or color). Look at the example from the U.S. online furniture retailer [Crate and Barrel](#). They show the size of the sofa, but if this one is too large, you can try the petite variant.



The relevant landing page is a good example of how you can easily influence your customers' purchasing decisions and help them find their way to other products that better fit their needs.

Breadcrumb path

Breadcrumbs originated in the tale of Hansel and Gretel, where the two children leave breadcrumbs to find their way back home. Similarly, an e-commerce website visitor can come from a search function and find an interesting product. A breadcrumb path is the small path at the top of the website, usually right below the menu. By clicking on the breadcrumb, you can easily find similar products in the same category without having to go through the entire category structure. **An effective category structure, reflected by the breadcrumbs, originates in PIM,** where products are managed through categories. Product pages that focus on user experience also include the breadcrumb path on mobile websites.

Pictures and video

A good product page contains high-quality, informative product images. A solid base for making a sale comes from adding a 360-degree view, close-ups, contextual images, photos from different angles, images of the product in use, and product videos.



Accessories and replacement products

Nothing is more frustrating than buying a product only to find out that you need another product to use it. A good product page tells this to the customer straightaway, without triggering cart abandonment. Examples here include additional or necessary accessories or replacement parts.

Products that fit together

Some products are typically used with other products. They may be in the same furniture series, such as a table and a cupboard that belong to one line. Online clothing stores are good at pairing products by putting together matching outfits. This is an excellent way to show greater product diversity to customers.

Documentation

An effective product page contains links to necessary documentation: brochures, manuals, assembly instructions, environmental certificates, etc. Finding a document associated with a product should be easy.

“ Provide complete product information that a customer can be interested in and the chances of a purchase will **rise exponentially** ”

- **Camilla Hetty Osa, Digital Advisor at Bluestone** -



Read full story: [Product pages that convert](#)

Wish lists

Providing a wish list or a reminder functionality makes it easier for the user to remember the item and purchase it on their next visit. In this way, 'Add to wish list' can serve as a **secondary call to action**.

If customers also receive a message about the item when, for example, its price has been reduced or its availability is changing, this can be the determining factor in the sale.

FAQ and chat

Even if a product page contains all the elements above, a customer may still have questions about a product. An intuitive chat can **take away any remaining hurdles to the purchase**. If you do not have the opportunity to have a live chat, then questions should be easy to find via a FAQ. The advantage of the latter is that a FAQ can be made available to other customers with similar queries.



Provide additional social proof behind a product by implementing a comment section from social media.

Important tip

Reliable product content is still the number one thing 🙌 customers look for on a website. To meet the growing need for quality product information, sellers can benefit from a dedicated Product Information Management system.

In particular, you should implement PIM to:

- Protect brand consistency by establishing one source of truth for product content
- Put in place data quality monitoring
- Ensure consistent product data

The next chapter is about making your sales soar through the power of creative storytelling.

Key takeaways

- **Reliable product content is still the number one thing customers look for on a website.**
- **To meet the growing need for quality product information, sellers can benefit from a dedicated Product Information Management system.**



Read more:

[How to work with product attributes?](#)

Chapter 4

A Touch of Storytelling

Golden Rules of Effective Product Storytelling

Key concepts

- ✓ product storytelling
- ✓ product descriptions
- ✓ basic storytelling rules

Author, entrepreneur, and marketer [Seth Godin](#) once said: “Marketing is no longer about the stuff that you make but about the stories you tell.” Therefore, storytelling skills are no longer something nice to have but a must for both marketers and product managers. Yet, not everyone is born with a natural gift for telling a great story. If you fall into this group, however, we have good news for you—you can still produce a compelling story about your product. Just follow these few golden rules.

The art and science of storytelling

Who doesn't like a good story? One that resonates with the audience, inspires people to take action, entertains, and teaches at the same time? For example, a classic tale in which a noble character is pursuing a clearly defined goal in the face of a dangerous challenge. After all, we were all raised on such stories when our parents read them to us before bed.

Acc. to @ThinkwithGoogle, B2B purchasers are almost 50% more likely to buy a product or service when they see personal value in their business purchase decision

Remember this

Also, did you know that when you're really invested in a story, your brain physically responds to it? It's a [biological reaction](#). That's why almost every book you've ever read and almost every movie you've ever watched are based on the same three-act structure—they have a beginning, a middle, and an end.

Make storytelling the cornerstone of your content marketing activities.

There's no reason not to use the same storytelling strategy in business. In fact, there's every reason for it.

Today, telling a great story is a critical part of building your brand. It allows people to quickly understand why your products matter. Do it right, and you'll quickly create an emotional connection between customers and your brand 🧡 That's what [successful product experience is all about](#).

Cornerstones of great storytelling

1. Set up a content marketing strategy

Posting evergreen blogs, publishing engaging social media posts, organizing knowledge-filled webinars, or making high-quality videos—that’s a lot of work. But rather than watching how other companies create quality content, you should establish your own content marketing strategy.



Make storytelling the cornerstone of your content marketing activities.

Important tip

2. Don’t “borrow” product descriptions

The worst thing you can do when trying to put together a [product page that converts](#) is to visit the manufacturer’s website and “borrow” the ready-to-use product description.

First of all, there are copyright issues, as some manufacturers don’t allow retailers to use their descriptions and images. Even if nobody pays attention to it today, you might get in legal trouble later.

Aside from the moral aspect of such obvious copy-paste descriptions, congratulations 🎉 – you’ve just become the 37th seller who used the same boring description. How are you planning to stand out from the crowd now?

But there's another reason you should write your own descriptions, and this is the most important one. It's called a search engine.

You need to remember that Google rewards unique content. Therefore, if you give Google something new to tell about a specific product, it will help your web shop climb the search results ladder.

3. Keep it simple

While you may love the complexity of the Game of Thrones plot, you can't expect people to appreciate the same thing in your product story. In this case, simplicity works better because people remember a simple story faster and more deeply than a convoluted one. That's human nature.

Unfortunately, many marketers totally forget about this golden rule. Instead of taking the reader from point A to point B, they overcomplicate the story and muddy it with redundant decorations, frequent plot twists, and irritating CTAs. Guys, it's completely unnecessary!

Don't be afraid to tell a simple story. Just do it well. Stick to the [keep it simple stupid \(KISS\)](#) principle and use this proven three-act structure:

- Beginning: Explain the problem you want to solve
- Middle: Describe how your product solves the problem
- End: Show the success story and point out the product's benefits

4. Speak customers' natural language

Getting the language right is the only way to make your potential customers listen to you. It's no secret that senior-level executives expect a different message than tech-savvy millennials.

“ Changing from mere product descriptions to narratives facilitates a **stronger relationship** with the brand and makes room for boosted conversion and higher margins ”

- **Camilla Hetty Osa, Digital Advisor at Bluestone** -



Read full story: [Product pages that convert](#)

Before you write anything about your product, ask yourself these questions:

- Who do you want to sell it to?
- What do they do?
- What are their burning consumer pain points?

In the world of marketing, this approach is known as finding your buyer persona.

Also, no matter who you communicate with, don't try to impress people with your great knowledge of difficult words 🤓 Make sure your writing is down-to-earth, easy to understand, and humorous at the same time.

5. Engage your colleagues

The obvious truth is that without customers, you have no business. That's why every e-commerce company puts the customer at the heart of its business. But what about your team? Do you pay as much attention to them?

Well, you should because it's extremely important that your colleagues are **passionate about the positive impact of your products** on the businesses of your customers. It's the only way to increase employee satisfaction and to turn employees into ambassadors.

So the next time you run a 30-minute all-hands meeting, don't just briefly inform people about the company's status. "This month, we managed to do this, and next month we're focusing on that. Now some HR announcements." It's hard to expect stellar results after presenting such dry and uninspiring messages.

Try to use some storytelling in your presentation to build true employee engagement. For example, instead of just summarizing what happened, take your time to explain why it happened and then outline the desired outcomes for the months to come.

Now you know the basics of effective storytelling. In the next chapter, we're going to present you with a few real-life examples of creative storytelling tactics for boring products.

Key takeaways

- **Even if you're not a natural-born storyteller, it's not that difficult to tell an interesting story about your product, especially once you get familiar with a few basic storytelling rules.**
- **Don't try to copy what your competitors are doing. Establish your own content strategy to introduce a fresh voice into the discussion. Google will reward you for it.**
- **Before you start writing the story about your product, do your homework and try to understand your customers better. This will help you tell a story that is meaningful not only to you but, more importantly, to your prospects.**



Read more:

[Getting product content ready for sales](#)

Examples of Great Storytelling Tactics for Boring Products

Key concepts

- ✔ storytelling tactics
- ✔ product storytelling
- ✔ great storytelling examples

Not every brand offers products as hot and inherently sexy as Apple, Nintendo, or Gucci. Sometimes a hammer is just a hammer—a tool designed to strike nails in order to drive them into a wooden surface. But there are still creative ways to market your not-so-exciting products with great success. The key is to get outside of traditional thinking and use effective storytelling tactics in your marketing strategy.

David Ogilvy, advertising tycoon, used to say, “There are no dull products, only dull writers.” So don’t be afraid to use creative storytelling in your marketing efforts.

How to tell a compelling story about a boring product

Creating a compelling product story is actually a mix of art and science, so all you need is a little bit of talent and one of these proven storytelling techniques.

1. Educate your customers

The days of traditional marketing are over. Also, outbound marketing may not be completely dead, but it's severely wounded.

Why?

Because your potential customers are better informed than ever when it comes to making purchases. They're also overwhelmed with ads and marketing materials waiting for them at every corner of the Internet. So much so, in fact, that many of them actually become blind to advertising.

So don't try to market to your customers—**educate them instead!** This storytelling strategy ensures that they understand both the benefits and the value of your product. More importantly, quality product content delivers useful information in the right context at the right time.

Educational content can take many forms:

- Printed publications
- Whitepapers and e-books
- Case studies
- Infographics
- How-tos and tutorials
- Q&As

“ The evolution of digital commerce is **constantly changing** your customers’ buying patterns and decisions ”

- **Einar Augedal, CEO at Bluestone** -



Read full story: [Shopping in 2030](#)

How to start? You might use the summer holiday season to create a market report about a subject or trend your product is linked to directly or even indirectly. Get help from a professional research and consultancy company if necessary.

This may require some investment, but in return you'll receive unique material packed with knowledge, facts, and statistics. Publish this report and promote it intensively through blog posts, press releases, social media updates, etc.

2. Introduce a brand hero

Michelin Man, Mr. Clean, Nesquik Bunny, Chester Cheetah—these are just a few examples of globally recognized brand heroes.



The hero guides customers by showing the problem (customer pain points) and presenting the solution (product). This journey allows customers to make the right decision. Even more important, this type of marketing message can be easily presented in a very approachable way, such as through a short animated story.

3. Bold and edgy storytelling

In the first chapter of Seth Godin's classic marketing read 'Purple Cow: Transform Your Business by Being Remarkable', Godin remarks that traditional "buy my product" marketing messages, even the solid ones, are often lost in the jungle of similar messages. They're boring, they're everywhere, and people have simply stopped paying attention to them.



David Ogilvy, advertising tycoon, used to say, "There are no dull products, only dull writers." So don't be afraid to use creative storytelling in your marketing efforts.

Important tip

Godin's advice is simple—**the only way to stand out from the crowd is to be a purple cow.** So, if you're a marketing or product person, don't repeat the same things over and over again expecting to see completely different results.

Instead, start a new "attitude era" in the marketing department and use creative ways to explain how your product is able to help your potential customers.

4. Controversial advertising done right

Using controversy in marketing has always been walking on thin ice. Simply put, it's risky, and it won't benefit every company just because the marketing team is bold enough to try something new. Therefore, just like any other successful marketing campaign, controversial advertisement needs to be balanced and well thought out. Otherwise, you're voluntarily heading toward a huge PR crisis.

Also, no matter how good the plan is, you need to be ready for a powerful backlash on social media. So, let the PR team prepare a few good statements before you push that red button.

That being said, controversial marketing is **super-effective for creating brand recognition**. For example, those who agree will immediately link to your content because it supports their point of view, while those who disagree will often link to it to point out how ridiculous, wrong, or even stupid they think you are.

In both cases, you're gaining exposure for which, under normal circumstances, you would have to pay enormous amounts of money. 💰

5. Give your customers a voice

If you're having trouble describing what you do and why your product matters to your customers, why not let your customers do it for you?

Putting your customers at the center of your storytelling efforts can be the most effective way of presenting your product.

Capturing those positive reviews can stimulate sales. And if your customers are satisfied, they'll be more than happy to spread the word, especially since they can use a powerful platform called social media.

When a success story is passed around, retweeted, liked, and commented on, it builds a presence and reinforces the brand's story. Remember, a good story is extremely shareable. Find one among your customers and you're golden!

The next chapter will introduce smart solutions every multichannel retailer should use to create a great customer experience.

Key takeaways

- **Storytelling is a powerful content marketing tactic for building a memorable product experience for brands that offer not-so-exciting products.**
- **Storytelling can be successfully used not only for creating unique product descriptions but also for landing pages, Google ads, social media posts, etc.**
- **The most popular product storytelling tactics include introducing a brand hero, enriching the website with educational content, standing out with bold ideas for presenting the product, sparking some controversy, or using customer success stories.**



Read more:

[The Beginner's Guide to Effective Product Storytelling](#)

Chapter 5

Experience Is King: The Natural Progression from PIM to PXM

Key concepts

- ✓ product information management
- ✓ product experience management
- ✓ customer needs

Here's the truth—even now, as you're reading these words, your products are competing with the exact same ones offered by other brands or with similar products available through international marketplaces. It's a constant battle for the hearts and minds of customers who are choosier than ever before. You may sit down with your arms crossed and fulminate against Amazon, or you can do something to make customers love your products.

What is Product Experience Management (PxM)?

In the absence of a formal definition, it's fair to say that Product Experience Management (PxM) is all about delivering compelling product experiences that create an emotional connection between customers and your products.



PIM can be understood as “WHAT” you use to describe products, while PxM can be considered as “HOW” you do it.

Important tip

This experience is built upon product content, which is unique, personalized, context-aware, and well-targeted—content that provides customers with the right information throughout their entire shopping journey.

This approach is based on the hottest e-commerce trends 🔥 such as:

- Product content analysis
- Personalization
- Contextualization
- Automation and optimization

Today considered a natural step forward from [Product Information Management](#), PxM is becoming a significant strategy for e-commerce businesses and is quickly gaining in popularity.


What are the cornerstones of successful PxM?

Creating a compelling product experience is not something you can do over a cup of coffee. That's why a set of capabilities is required to enable effective Product Experience Management.

1. Organize information

Start with gathering product data from different sources, such as spreadsheets, hard drives, ERPs, or local files. The PxM system should allow you to establish one source of truth for complete and accurate product information. Also, the PxM platform should come with incorporated Digital Assets Management (DAM), which will help you do the same thing with media files such as images, videos, or PDFs.

2. Enrich product content

Content is the core of successful Product Experience Management. Go beyond a detailed description and use relevant attributes, media files, and product relations to deliver a great product message. Use storytelling to **create an emotional connection** with the customer and mix it with well thought out SEO tactics to allow search engines to skyrocket your products. 

3. Contextualize your message

According to [Gartner's 2018 State of Personalization Survey](#), about 87% of existing marketing leaders personalize their marketing communication and campaigns. Both marketing and e-commerce teams should apply the same tactics to the product-related content they produce. Different markets require different versions of product information, so you should optimize your content to meet the demands of different customers, sales channels, languages, marketplaces, or culture-specific conditions.

4. Send your content out

When your product information is complete, accurate, context-aware, and generally awesome, it's finally time to send it to the right sales channels, no matter if they're online, mobile, or offline. Use connectors and lightning-fast APIs to integrate PxM with e-commerce platforms, POS, marketplaces, ERP, and other IT systems for better flow.

“ If multi-channel retailers want to grow online faster, improve time-to-market and deliver more buyers, they need to **forget about the spreadsheets** and start organizing, enriching, and connecting product information in a smart way ”

- **Einar Augedal, CEO at Bluestone** -



Read full story: [Shopping in 2030](#)

What's the difference between PIM and PXM?

Despite common misconceptions, it's necessary to understand that Product Information Management (PIM) and Product Experience Management (PxM) are not the same thing.

PIM provides a single solution to centralize, manage, and enrich product information, while PxM is responsible for providing the right customers with the right content at the right time.

Let's talk about PIM

Today, as a business owner or a marketing manager, you're probably seeking to create powerful experiences that meet the expectations and demands of your customers.

This, of course, begins with providing them with high-quality product information—not just a simple title using the name of the product and a few lines of basic description. That's the **tip of the iceberg**.

For example, to create an effective product page, you need unique descriptions, detailed product attributes, high-quality images or videos, information about available variants and related products, and attachments such as a product card or shipping restrictions—the list goes on and on. In practice, this means you need to **manage tons of product information**.

Doing this manually with the use of spreadsheets, emails, or product data stored on your hard drive can quickly turn into a nightmare. 🙄

So, given the fact that product data usually comes from many sources (both internal and external) and given that the ERP system is not the best place to store product information, what you actually need is a solution that will help you:

- Collect data from multiple sources and in multiple formats into a single source of truth
- Create consistent and reliable information about your products
- Provide your colleagues with easy access to product data
- Send the enriched product information everywhere you need it sent

Now let's talk about PXM

Unfortunately, displaying accurate, correct, and consistent information is often not good enough to sell your product. This is simply because customers won't buy your products if a description is not relevant to them.



Omnichannel-savvy customers expect a convenient, personalized shopping journey, regardless of the sales channel they prefer to use.


Important tip

Therefore, in order to create an emotional connection with customers, your product content must be accurately tailored to each sales channel and smartly optimized according to different expectations, languages, markets, or cultural norms. Oh, and don't forget—the way you present your products needs to be SEO-friendly and visually attractive.

Successful Product Experience Management (PxM) leads to satisfied customers, higher conversion rate, and ultimately, better sales, while building strong loyalty at the same time

Remember this

Now, you may think these trends apply to only a small number of millennials or hipsters, but you'd be wrong. The percentage of demanding customers is constantly growing. Just look at these numbers: A 2018 [Salesforce Research](#) survey that questioned over 6,700 consumers and business buyers globally showed that 76% of consumers expect companies to understand their needs and expectations.

Conclusions? Without a proper product content strategy and a set of tools to centrally manage this content, you will not win the hearts and minds of today's customers. 

Which companies offer the PxM solution?

There are dedicated solutions on the market that can help you manage the ever-growing amount of product information while creating great product experiences at the same time. We owe this to the fact that a new trend has emerged—integrated PIM and PxM solutions for e-commerce businesses.

Here at Bluestone, we know that Product Information Management is a foundation for Product Experience Management. Furthermore, we believe Bluestone PIM, combined with strong capabilities in Digital Asset Management (DAM) and a plethora of smart apps available in the [Marketplace](#), can be successfully used as a PxM platform.

Key takeaways

- **Product Experience Management (PxM) is the combination of product information and content management that provides customers with a cohesive and compelling experience.**
- **PxM allows selling companies to deliver the right content to the right audience at the right time to drive sales, build loyalty, and grow market share.**
- **PxM is necessary to create an omnichannel e-commerce experience.**
- **Product Information Management (PIM) is a foundation for Product Experience Management.**



Read more:

[What your customers \(rightly\) take for granted](#)

Bluestone PIM

Perfect PIM solution for



Business Development

Stay ahead of competition with a reliable provider of PIM technology

- Future-proof your market position
- Trigger revenue growth and save costs
- Speed up time-to-market for your products
- Secure your product information



Marketing & E-commerce

Sail your sales thanks to great product experience

- Keep an eye on product information quality
- Create market-specific product experience
- Collaborate efficiently with your team, suppliers, or agencies
- Help yourself with smart Marketplace Apps



IT & Data Governance

Connect product information through REST API endpoints

- Benefit from multi-tenant PIM software
- Enjoy lightweight microservices architecture
- Scale with a best-of-breed solution
- Integrate with marketplaces, ERP and other systems

Let's talk!



Schedule a demo

- Discuss your product information needs and challenges
- Learn how PIM software can benefit your business
- Receive a live product overview with one of our experts



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