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Grow Your Business

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Grow Your Business

# TOM HEMPHILL

Marketing Manager

Yamaha Corporation of America

[themphill@yamaha.com](mailto:themphill@yamaha.com)





# Strategies to Improve and Personalize the Customer Experience

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Grow Your Business



(WHAT IS)



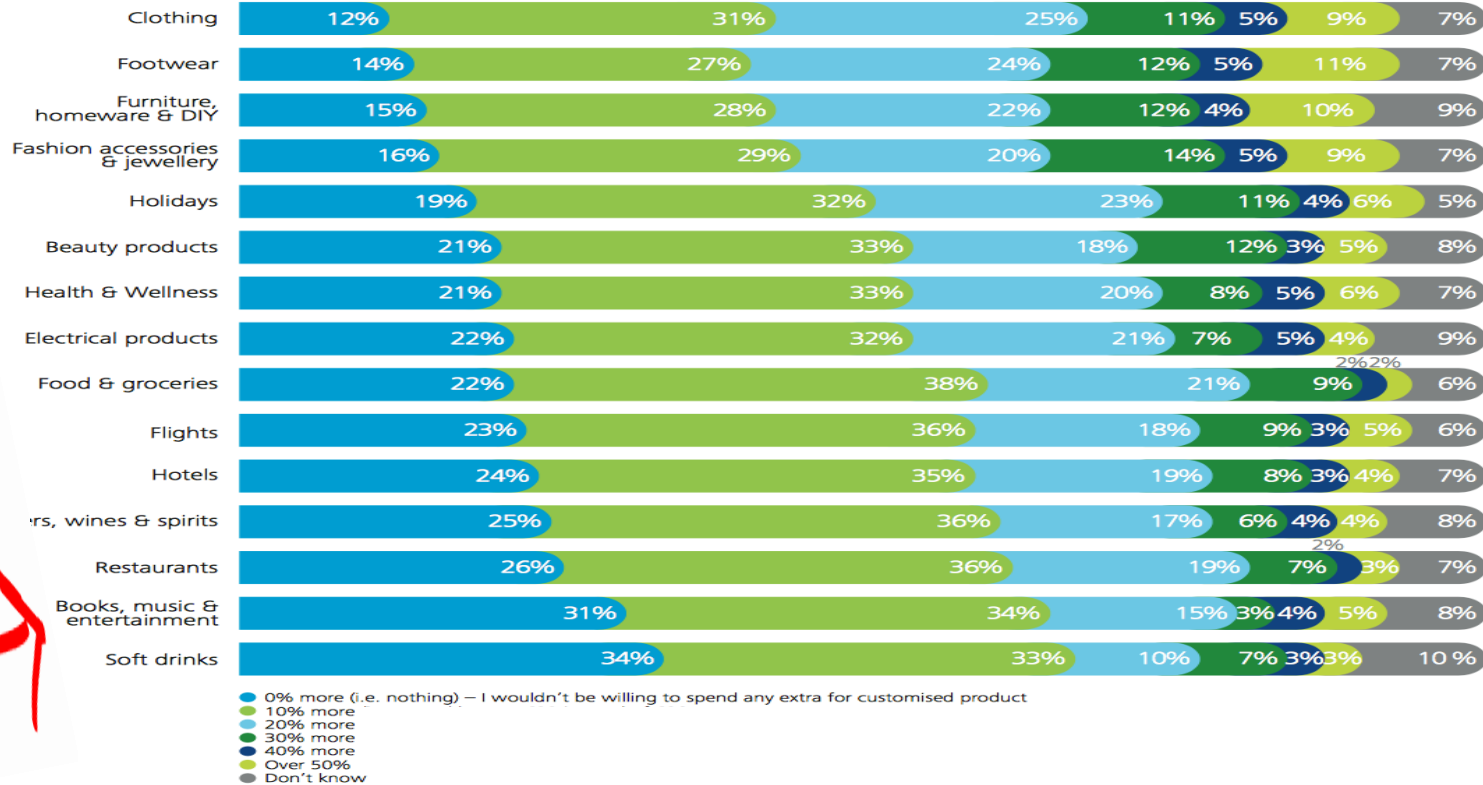
**THE  
CUSTOMER  
EXPERIENCE**

**WHY****✓ PERSONALIZATION MATTERS**

- Drives impulse purchases
- Leads to increased revenue
- Leads to fewer returns
- Leads to relationships & loyalty



Figure 7. The premium consumers are prepared to pay for a customised product or service by category





# CUSTOMER JOURNEY

- Where can we customize?
- What are the pain points?
- How do we know?
- How do we solve for the customer?



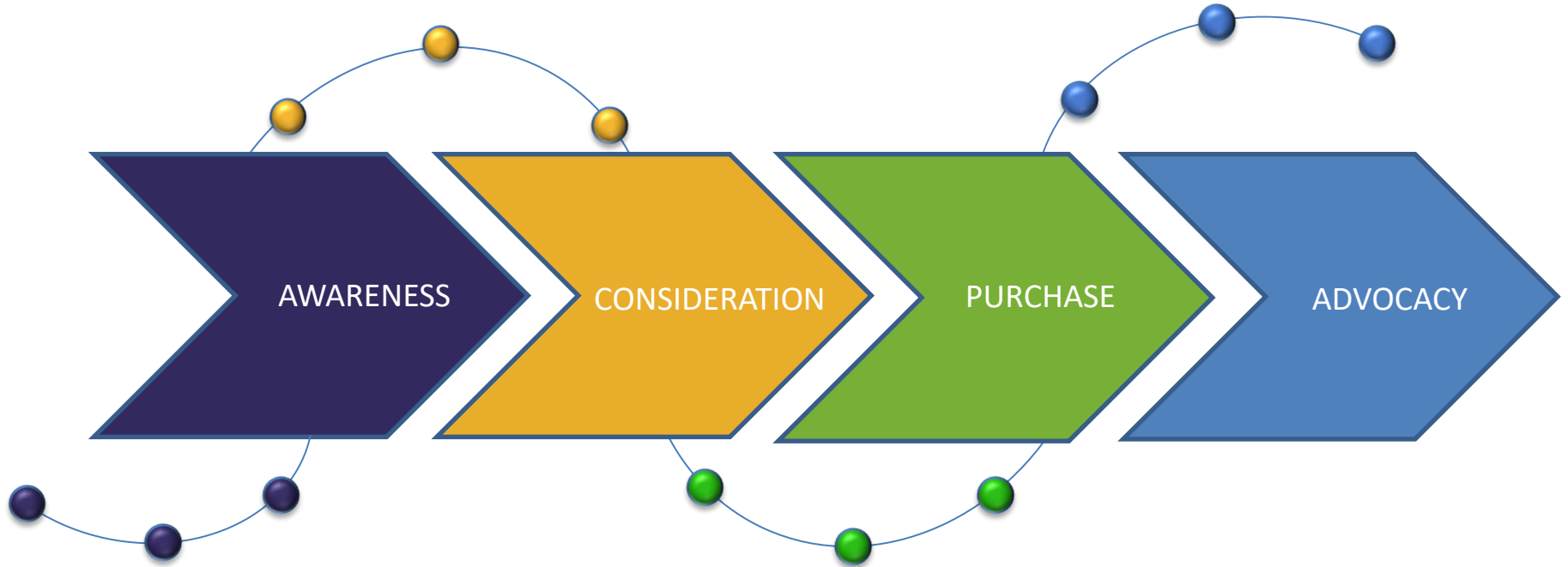
# CUSTOMER JOURNEY

To get a handle on this, think of your business like a movie – and the main character is your customer on a journey



# CUSTOMER JOURNEY





# CUSTOMER TOUCHPOINTS



# WHAT DO CUSTOMERS WANT?



CUSTOMER  
SURVEYS





# CUSTOMER SURVEYS

what questions would you ask?

*to whom?*

*when?*

*how?*



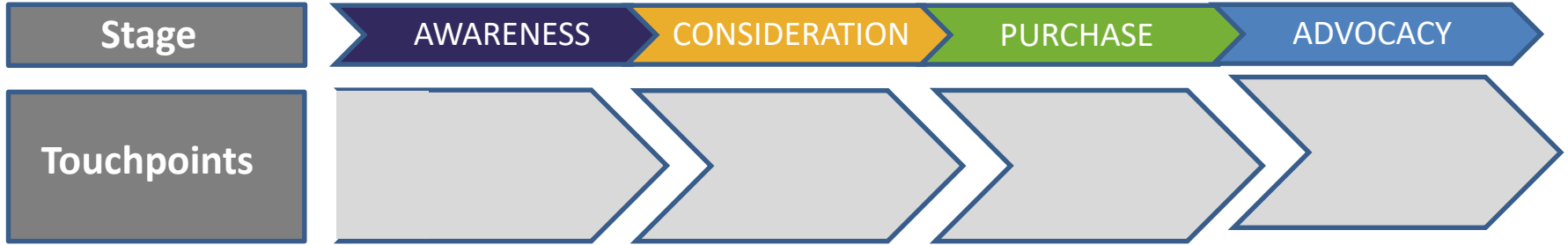
# THINK LIKE A “PROMOTER”

*“On a scale of 1-10 (highest), how likely are you to promote our business to a friend?”*



# THINK LIKE A “PROMOTER”





## Overall Satisfaction

Customer Experience	<p data-bbox="498 612 523 642">+</p> <p data-bbox="498 729 523 743">-</p>
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## Recommendations

Ideas For Improvement				
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Back to the customer experience...



What if everything went right?



# What if everything went right?

What does it take to make it work out that way?

Identify the specific steps, action items and work that needs to happen to implement the changes customers' want





# what if everything went right?



What are the roadblocks that prevent you from doing this? Outdated policies? Protecting “that’s the way we do it”?



Consider minutia:  
from web discovery  
to parking lot to  
greeting by staff to  
look of store...





# CUSTOMIZE & ALIGN

**OMNI CHANNEL**



Retail – Lessons – Repair – Community - Web



# REFINE YOUR STORE EVENTS

## THE “USUAL”

- ANNIVERSARY
- REMODEL
- RELOCATION
- OTHER

## THE “UN-USUAL”

- CITY ANNIVERSARY
- LOCAL / NATIONAL CAUSE
- SUMMER CONCERT SERIES
- FUNDRAISER: KIDS/MUSIC

Entangle strategic partners: band directors, retailers, library, bookmobile, bloodmobile, scouts, schools...



# CULTIVATE YOUR CUSTOM COALITION

HOME SCHOOL

BOYS & GIRLS CLUB

AFTER SCHOOL TUTORING

GIRL / BOY SCOUTS

LITTLE GYM

SPA/FITNESS GYMS

MARTIAL ARTS

DANCE SCHOOL



COMMUNITY!



# CALL OUT SPECIFICS

- COMMUNITY BOARD
- LOYALTY & REWARDS
- RECOGNITION
- REFERRAL PROGRAM

Refer a Friend and You'll Both Save \$50



## Share the Music Share the Fun!

### Refer a Friend and You'll Both Save \$50 on Tuition

If your child enjoys Wheaton Yamaha Music School, spread the joy – invite friends and relatives to enroll. When they join a class or sign up for private lessons, each of you will save \$50 on tuition – and you'll help bring music and fun into someone's life. Simply fill in the "About You" information below and ask your friend to complete their section and hand in the card at the time of enrollment. There's no limit to the amount of people you can refer, just fill out a separate card for each one.

<b>About You</b>	
Your Name _____	Your Child's Name _____
Email Address _____	Phone _____
<b>About The Friend You're Referring</b>	
Parent Name _____	Child's Name _____
Email Address _____	Phone _____





# PERSONALIZE YOUR SALES APPROACH

**Welcome to our school! Please tell us about yourself:**

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

**We offer adult lessons as well as programs for children. If you are here for your child, please tell us more about him/her:**

Childs Name & Date of Birth \_\_\_\_\_

Childs Gender (circle one):  M  F  Other

**Your education is important to us. Please tell us which goals are important to you:**

Develop proficiency on an instrument

Build confidence through public performance

Participate in a small group experience

Improve communication skills

Have fun with music

Acquire a better sense of self-expression and creativity

Improve focus

Gain an appreciation for music

Enhance cognitive abilities

**Thank you for taking a moment to share your goal. Now lets find the Yamaha Music program that is right for you.**



One of the most effective marketing things the Custom Frame Store did for me was mail a handwritten note following my recent purchase.

What if your CEO wrote handwritten notes of thanks?

What if you made it a point to follow-up with every customer using a simple tool that made it easy for them to vote on how good of a job you did?

What if you sent timely messages with videos educating customers on how to use or get more from their purchase? What if you included more than they expected?

What if you sent them something just because? What if your phone hold message was timely and interesting? What if you included a custom lesson in your shipments? What if . . .



THANK YOU!

22 February, 2012

Dear Mr. Gilman -

Just a note to thank you for your recent visit to our Fairfax Square store. I trust that the sterling Heart Bracelet was well-received.

I look forward to assisting you again at Tiffany & Co!

Kind regards,  
Tina Kelly-Bender

78%

of consumers say they are much more likely to engage a brand if communication and promotions are tailored to previous interactions



# TARGET YOUR EMAIL



CUSTOMIZE TO YOUR AUDIENCE



COMMUNICATE VERY SPECIFIC INFO



OFFER HIGHLY PERSONALIZED  
RECOMMENDATIONS



# TARGETED EMAIL



## CUSTOMIZE TO YOUR AUDIENCE

Organize list by: interest, instrument,  
services, purchase history, musical taste



# TARGETED EMAIL



COMMUNICATE VERY SPECIFIC INFO

Specific messages drive loyalty

Why would they go to another store and start the process again?



# TARGETED EMAIL



**OFFER HIGHLY PERSONALIZED  
RECOMMENDATIONS**

Curate offers they can't resist



# CREATE EXPERIENCES

Segment your customers, generate offerings

Girl Meets Guitar

VIP Event Access

Corporate "Lunch & Learn" programs



What do you think...



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TOM HEMPHILL  
MARKETING MANAGER  
YAMAHA CORP OF AMERICA

[themphill@yamaha.com](mailto:themphill@yamaha.com)

