

# Unleashing the Voice of Your Customer

// july 21, 2017

The word "CORE" is written in a large, bold, white, sans-serif font. To the left of the first 'C', there are three overlapping squares: a yellow one on top, a green one on the left, and a blue one on the bottom. The text is positioned in the lower half of the slide.

**CORE**



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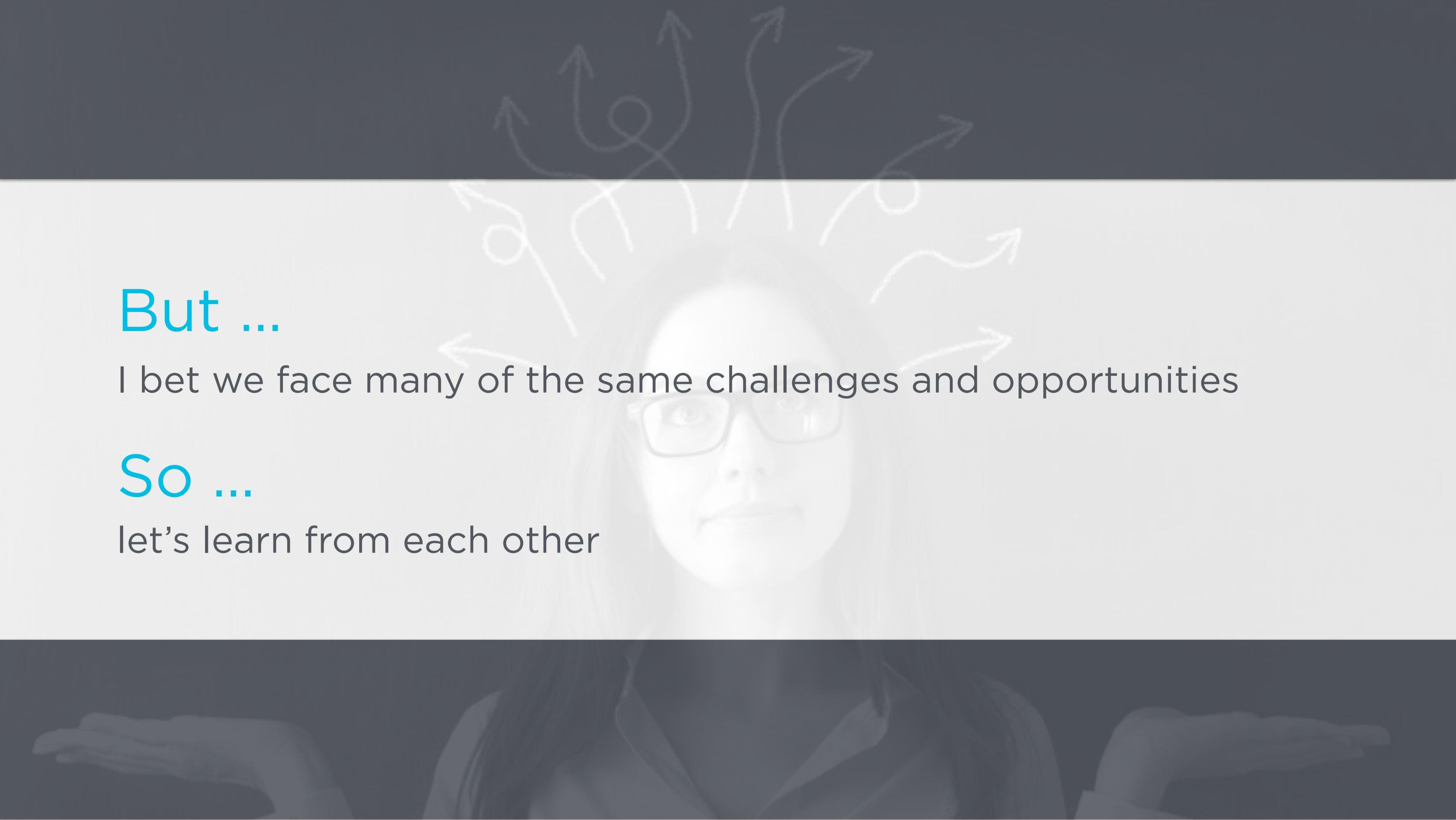
## Objectives

- Learn why leveraging external stakeholders as messengers is a powerful strategy every business should be using
- Discover how to overcome “corporate narcissism” that gets in the way of developing messages that resonate with your customers
- Explore ways to find customers to serve as brand messengers
- View real-life examples of how organizations are leveraging the voice of the customer



I DON'T KNOW **YOUR WORLD.**





But ...

I bet we face many of the same challenges and opportunities

So ...

let's learn from each other

**SMARTER-THAN-SMART** COWORKERS

**LARGER-THAN-LIFE** EGOS

**I-NEED-A-BROCHURE** SYNDROMES

All of this can sometimes lead to

**CORPORATE NARCISSISM**

# CORPORATE NARCISSISM

When copy is filled with self-aggrandising superlatives and littered with carefully crafted quotes from numerous company executives, it usually means that your narrative is driven by the what – such as product performance. That's not a story.

Worse, such editorial gangrene means that you have sacrificed a dialogue opportunity with your audiences for a monologue that satisfies your internal stakeholders. That is corporate narcissism.

**- Markus Leutert, BrandingBusiness**

**Healthcare marketers are like B2B marketers, too.**

Here's how this translates to traditional advertising.

**Breakthrough technology. Expert hands.**



[www.excelahealth.org](http://www.excelahealth.org)

**Robotic Surgery at Excelsior Health**



**ROBOTIC-ASSISTED SURGERY  
MADE ME FAMOUS  
BRINGING IT TO BRIGHTON  
MAKES ME PROUD**

DR. INGOLF TUERK  
CHIEF OF UROLOGY

St. Elizabeth's  
Medical Center  
A CARITAS FAMILY HOSPITAL

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ORTHODONTICS  
LIMITED, P.C.





# What we're **NOT** talking about

Overused (and often corny) customer testimonials like ...



**“I was never a supplement user.  
In fact, I rarely even took a multivitamin.  
Then I tried AcuVision™... and the  
improvement to my vision was  
stunning. Now, I’m a true believer!”**

*—Flo M., Boulder, Colorado*

**Protect Your Eyes Now and Enjoy Life’s Pleasures for Years to Come**

Introducing **AcuVision™** by Amrion Nutraceuticals... the exclusive, science-backed formula with 12 essential nutrients that reduce eyestrain, support lens clarity, improve night vision, and protect the health of every part of your eye. **AcuVision** can make a huge difference in the way you see, feel and live. Try it today—risk free!



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**See the difference AcuVision can make!**

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Call 1-800-443-9086 or visit [www.amrion.com](http://www.amrion.com)**

**Your satisfaction is 100% guaranteed**

How to overcome

**CORPORATE  
NARCISSISM**

1

# START WITH **WHY.**

Here's a hint: How does your business help another human being?  
Think in terms of benefits, not features.

“Being human is important ... because we believe there is a person behind every transaction and we attempt to connect with those people through shared experience ... Instead of saying, HPE FlexFabric increases rendering efficiency, we might lean into the story that families love Kung Fu Panda and HPE technology makes that possible.”

**Kelsey Carroll, Global Digital Marketing Manager  
Hewlett Packard Enterprises**

CORPORATE **WHYS**



To help humanity thrive by enabling all teams to work together effortlessly.

**PHILIPS**

Improving people's lives through  
meaningful innovation.

**NOT**

Building on the technical knowledge of our engineering staff, backed by our quality manufacturing expertise, our mission is to provide high quality, high performance, state-of-the-art product solutions.





Our mission: DSM's purpose is to create brighter lives for people today and generations to come

2

FOCUS ON YOUR **OBJECTIVES.**

Be honest with yourself.

Achieving sales \_\_\_\_\_ boosting egos.

3

# GET TO KNOW YOUR **AUDIENCE.**

How does your audience consume information?

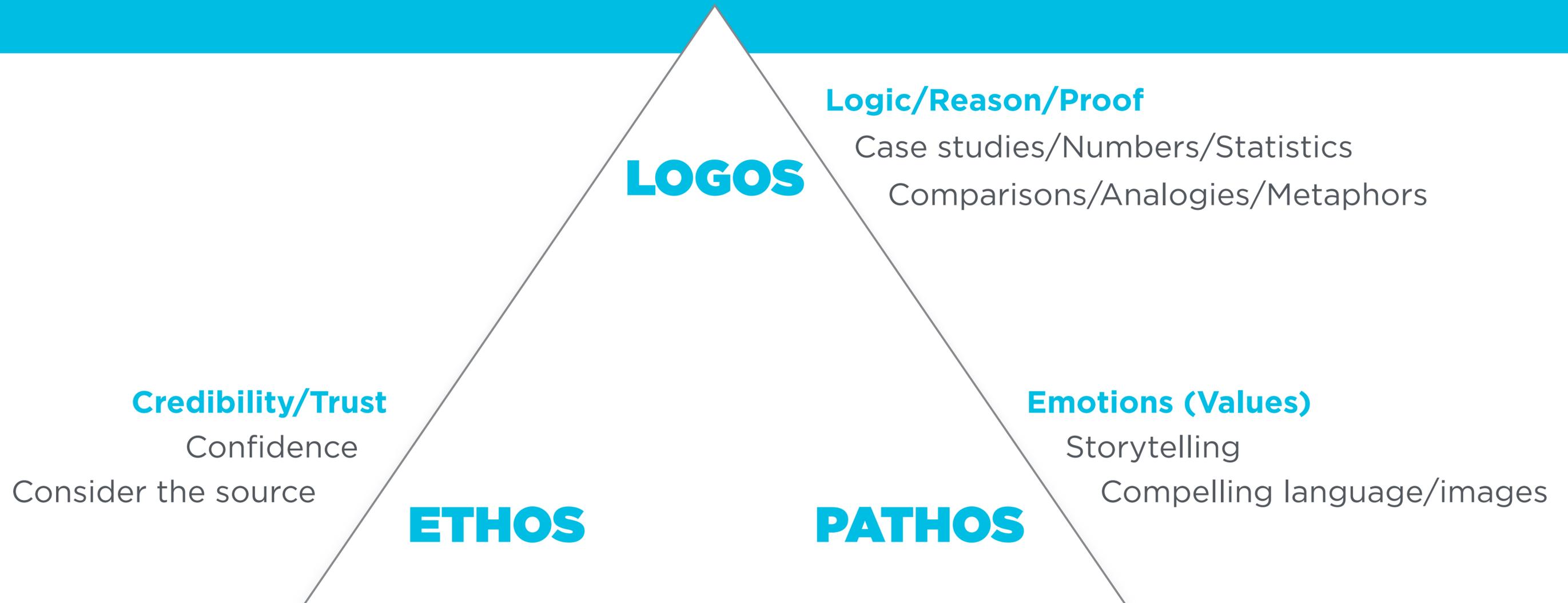
How do they want to consume information?

Why should they trust you?

What devices will you deploy to ensure they hear your message?

# FLASHBACK: Persuasion 101

A customer can help deliver all three elements.  
And, your messaging will be even more effective. Here's why ...



IT ALL STARTS WITH **CREDIBILITY.**

“The closer you are to someone emotionally, the less believable you are in most other areas. On the other hand, the farther away emotionally, the more believable you are. Thus, when you phrase your wisdom, opinion, instruction as having come from someone else (a third party), the person with whom you are sharing this information is much more likely to accept it as true and believable.”

**- Bob Burg, Author and Speaker**

**What we know:**

People trust other people more than they trust you.

**What this means:**

No one is better equipped to tell your story than your customers.

Now that **credibility** is established,  
your customer can deliver messaging that appeals to your logos

Through careful storytelling, we can appeal to emotions and values in a more authentic way through a customer than we would through a corporate talking head.

HOW **APPLE** DID IT.





e**bay**™

HOW **EBAY** DID IT.





HOW DO I FIND CUSTOMERS TO  
**TELL MY STORY?**

# Explore ways to find customers to serve as brand messengers

- Sales people are your best friend. Bribe them, if necessary.
- Visit the front lines. Who is serving your customer directly?
- Incentivize your staff for story referrals
- Make it easy by doing the leg work for your staff (visit them individually, gather contact information, reach out)



GUIDE TO  
**LEVERAGING CUSTOMERS  
AS MESSENGERS**

GUIDE TO  
**LEVERAGING CUSTOMERS  
AS MESSENGERS**

Don't script their words. A good director can prompt authentic statements that represent the message you'd like to send.

**DO-IT-  
YOURSELF  
GUIDE**  
TO DRIVE  
EMOTION

- How does XYZ company positively impact the lives of people?
- What is your reason for going to work in the morning? How does XYZ company help you achieve this purpose?
- Tell me about your selection process. Why did you choose XYZ company?
- Tell me a story about a personal relationship you have with someone at XYZ company. How does this person make a difference?

GUIDE TO  
**LEVERAGING CUSTOMERS  
AS MESSENGERS**

Don't provide interview questions in advance.

GUIDE TO  
**LEVERAGING CUSTOMERS  
AS MESSENGERS**

Don't pay them. Chances are, you'll have to disclose this information which will diminish the credibility of your message.

GUIDE TO  
**LEVERAGING CUSTOMERS  
AS MESSENGERS**

Make sure they're in good standing  
with the organization.

GUIDE TO  
**LEVERAGING CUSTOMERS  
AS MESSENGERS**

Inform them of all the ways  
their likeness will be used.

GUIDE TO  
**LEVERAGING CUSTOMERS  
AS MESSENGERS**

Consent and re-consent when necessary.

GUIDE TO  
**LEVERAGING CUSTOMERS  
AS MESSENGERS**

Introduce more than one customer.

GUIDE TO  
**LEVERAGING CUSTOMERS  
AS MESSENGERS**

Include attributes that make your customer more authentic. Consider a name and location or company for whom they work.

GUIDE TO  
**LEVERAGING CUSTOMERS  
AS MESSENGERS**

Remember, customers  
can always change their minds.

Great risk = great rewards.



THE VALLEY HOSPITAL **BARIATRICS CAMPAIGN**

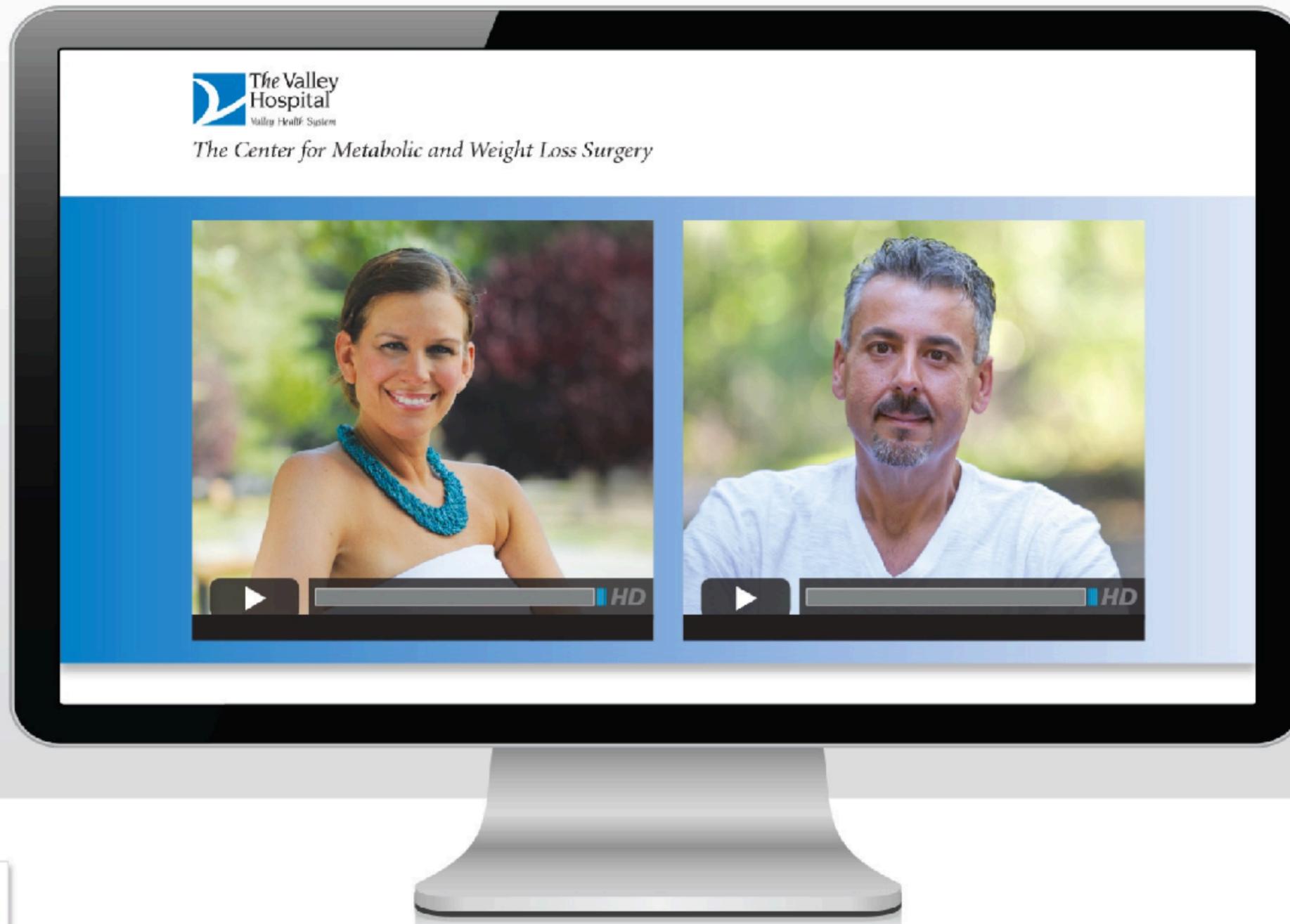
## **The Problem**

- Requests for bariatric surgery consultations significantly slowed in comparison to the previous calendar year.

## **The Solution**

- Feature bariatric surgeons as messengers?

“Every aspect of my life is better thanks to the bariatric team at Valley.”  
– Lauren, Middletown, NJ



“I said, ‘Thank you for saving my life.’ They said, ‘No, you saved your own life.’”  
– Frank, North Haledon, NJ



Miguel Silva, M.D.



Beth Schrope, M.D.



Melissa Bagloo, M.D.



Marc Bessler, M.D.



Vadim Gritsus, M.D.

You're looking at two people who stopped the cycle of obesity. When they reached the point where living for tomorrow meant more than anything else, each made a life-changing call to The Valley Hospital.

Our experienced surgeons have performed more than 5,000 procedures, including sleeve gastrectomy, adjustable gastric banding and gastric bypass surgery, right in the heart of Bergen County. And surgery is only the beginning of the journey at Valley. We provide personal support – for life.



Lauren and Frank wanted their lives back. They could never have imagined what awaited them.

Scan this QR code with your smartphone to see the videos.



Affiliated with NewYork-Presbyterian Hospital/  
Columbia University Medical Center



## **Solution**

- Featured real people, real results
- Teased the audience
- Created an emotional connection
- Leveraged key news events

## **Results**

- An increase of up to 300% in requests for consults



# HOW TO SELL IT TO **THE BOSS.**

“Yeah, it will be cheaper, easier and faster if you just feature me and some shots of the shop.”

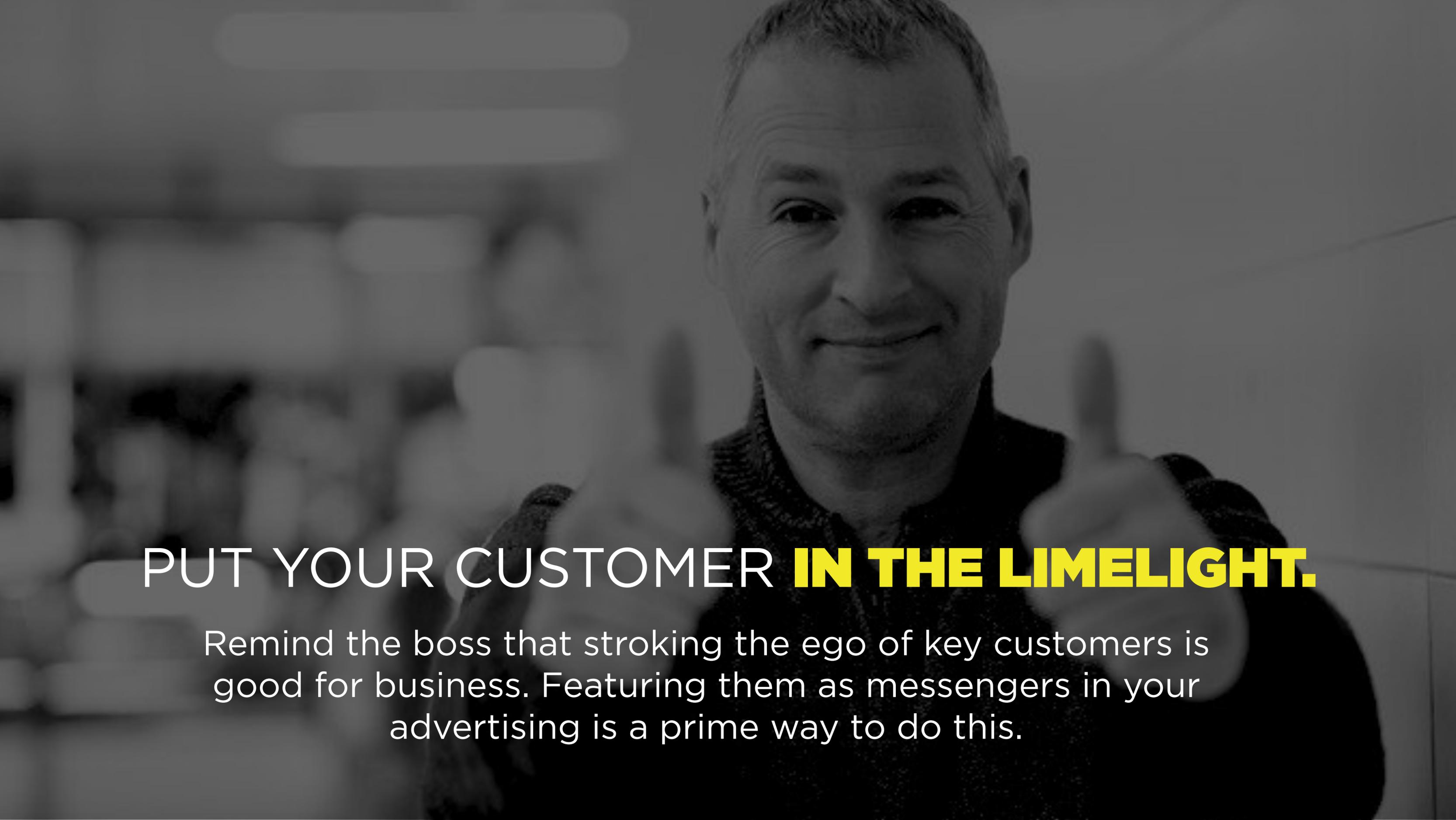
Research shows that emotional response to an ad has more influence on reported intent-to-buy than the ad's content (3:1 for TV and 2:1 for print)

- **The Guardian**

## SUPPORT YOUR ARGUMENT WITH **FACTS AND STATISTICS**

MRIs show that, when evaluating brands, consumers primarily use emotions (personal feelings and experiences) rather than information (brand attributes, features and facts)

- **The Guardian**

A grayscale photograph of a man with short hair, smiling and giving a thumbs-up gesture. The image is slightly faded and serves as the background for the text.

# PUT YOUR CUSTOMER **IN THE LIMELIGHT.**

Remind the boss that stroking the ego of key customers is good for business. Featuring them as messengers in your advertising is a prime way to do this.



# Discussion

A vibrant, multi-panel collage of various images. The collage is composed of several distinct sections: a top-left panel with a yellow arch and a white figure; a top-right panel with a green arch and a yellow starburst containing the text 'Sue Ward, con'; a middle-left panel with a yellow sun and a colorful abstract pattern; a middle-right panel with a green arch containing a compass rose with 'W', 'E', 'S' and a white arrow; a bottom-left panel with a dark grey figure and a colorful abstract pattern; a bottom-right panel with a yellow figure and a red and white abstract pattern. The central text 'THANK YOU.' is overlaid on the collage.

**THANK YOU.**