

THINKS

HOW SURPRISE & DELIGHT CAN YIELD A POSITIVE RETURN ON INVESTMENT FOR YOUR BUSINESS



BELIEVE THAT THE BEST WAYS TO ENGAGE CONSUMERS ARE SURPRISE OFFERS OR GESTURES FOR BEING A CUSTOMER

POST POSITIVE COMMENTS ABOUT COMPANIES VIA SOCIAL MEDIA PLATFORMS



PRACTICING SURPRISE & DELIGHT FUELS PREFERABLE CUSTOMER BEHAVIOR



FELT PLEASE OR DELIGHTED BY THE ACTIVITY, ACCORDING TO SURVEY

SAID THEY WOULD RETURN TO THE BRAND, ACCORDING TO A SURVEY



When customers see their business is appreciated, it increases brand satisfaction and leads to greater engagement and increased sales

KEEP YOUR SURPRISE & DELIGHT STRATEGIES PERSONALIZED FOR RECIPIENTS



BELIEVE APPRECIATION SHOULD BE CONVEYED DIRECTLY TO INDIVIDUAL RECIPIENTS

FROM THIS SAME SURVEYED GROUP THINK IT SHOULD BE PERSONALIZED



WANT TO LEARN MORE SURPRISE AND DELIGHT STRATEGIES?

ASK THE THINKS TEAM