

2.S: Understanding customer behaviour(Summary)

People have come to depend on and shape the digital channels that enable connection, individual interest and the disruption of industries. Your consumers are connected, impatient, fickle and driven by a number of motivations and contextual realities. Only through targeting and understanding specifically can you reach them and ensure the success of your brand.

Some tools can help you to paint a picture of your customers and their experience of your brand by depicting complex motivations, both external and internal. This enables real customer data and research, and considering the complex and sometimes irrational influences on how people make decisions. Customer personas, customer experience maps and the field of behavioural economics can all help to shape your thinking and drive your approach.

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