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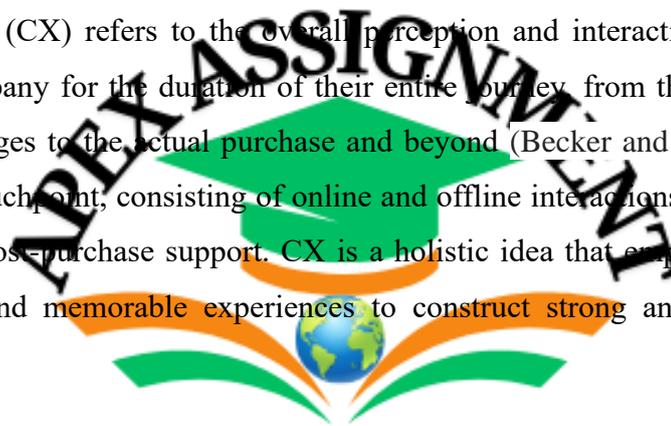
## **Introduction**

The report gives an analysis of the customer experience (CX) strategy of Google My Business (GMB) in the UK. This report includes the importance of customer experience, creation of consumer persona, customer journey mapping, omnichannel marketing, performance metrics of CX, and its processes in different industries.

## **Importance of Customer Experience**

### **Concept of Customer Experience**

Customer experience (CX) refers to the overall perception and interaction a customer has with a brand or company for the duration of their entire journey, from the initial awareness and consideration stages to the actual purchase and beyond (Becker and Jaakkola, 2020). It encompasses each touchpoint, consisting of online and offline interactions, customer service, product usage, and post-purchase support. CX is a holistic idea that emphasises developing positive, seamless, and memorable experiences to construct strong and lasting customer relationships.



### **Importance of CX in Google My Business**

In the case of Google My Business (GMB), the importance of customer experience is paramount. GMB is a platform furnished by Google that allows companies to create and manipulate their online presence, including their appearance on Google Search and Maps (Wibowo et al., 2020). The customer experience on GMB extends to each business owner managing their profiles and customers or users searching for information about companies.

For business owners, the ease of use and functionality of the GMB platform immediately affect their capability to exhibit their products or services, manipulate customer reviews and feedback, offer accurate business data, and engage with potential customers. A positive experience on GMB for business owners contributes to effective online visibility, improved reputation management, and elevated customer trust.

On the user side, customers trying to find businesses on Google rely heavily on the information provided through GMB listings. The accuracy of business information, the availability of evaluations, and further data consisting of operating hours and call info

appreciably influence an individual’s decision-making method (Bueno et al., 2019). A seamless and informative experience on GMB complements the consumer's believe and trust in the displayed business and improves the likelihood of them choosing a particular service or product.

Moreover, customer reviews and ratings on GMB play a crucial position in shaping the beliefs of a business. Positive evaluations make contributions to constructing credibility and attracting new customers, while negative reviews may additionally deter potential customers. Therefore, ensuring a positive customer experience on GMB is important for business achievement, brand reputation, and sustained consumer loyalty.

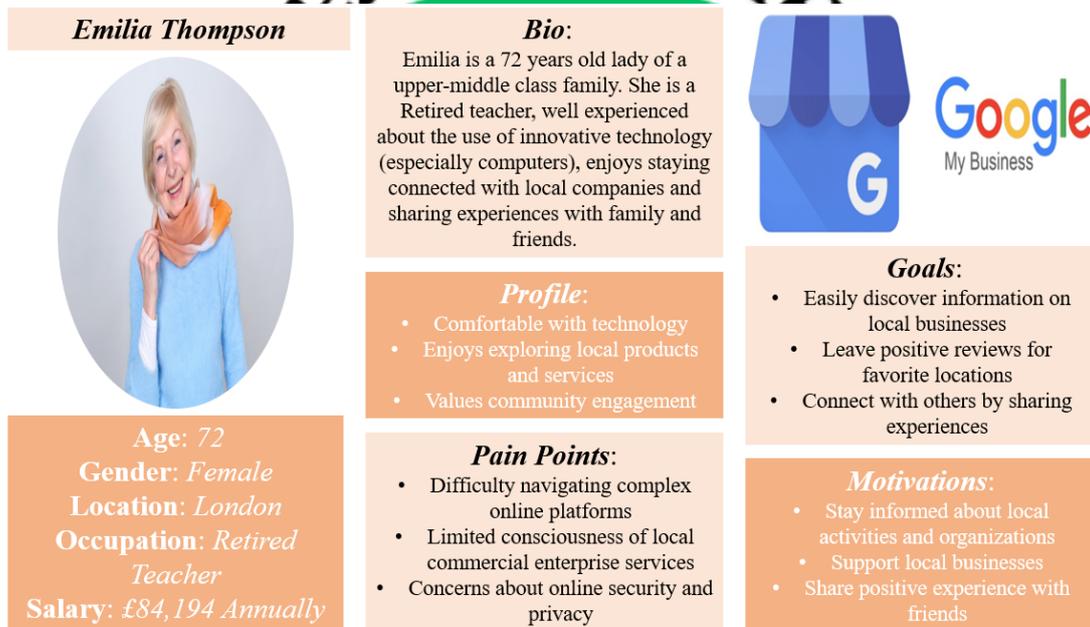
### Creation of Consumer Persona

A consumer persona is a semi-fictional illustration of an ideal customer based on market studies, research and real data about existing customers. It allows businesses to apprehend and empathise with their target market, tailoring products, services, and reports to fulfil specific needs and preferences (Hoyer et al., 2020). In the context of developing an effective Customer Experience (CX) strategy, consumer personas offer a humanised knowledge of the purchaser, guiding decision-making processes to create more personalised and impactful interactions.

### For a senior person (aged over 65), the use of Google My Business:

Demographics and Story		Profile	Motivations	Goals	Pain Points
Name: Emilia Thompson	Retired teacher, well	Comfortable with technology Enjoys exploring local products and services Values community	Stay informed about local activities and organisations Support local businesses Share positive experiences with	Easily discover information on local businesses Leave positive reviews for favourite locations Connect with	Difficulty navigating complex online platforms Limited consciousness of local commercial enterprise services

experienced in the use of innovative technology (especially computers), enjoys staying connected with local companies and sharing experiences with family and friends.	engagement	friends	others by sharing experiences	Concerns about online security and privacy
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**Figure: Consumer Persona for Google My Business**

(Source: Created by Author)

### Mapping the Customer Journey

A consumer journey is the sum of all interactions a consumer has with a brand through the entire lifecycle, from initial awareness to post-purchase engagement (Ludwiczak, 2021). It entails numerous touchpoints, both online and offline, and encompasses the customer's experiences, feelings, and needs at each level. Mapping the customer journey is important to

CX's strategy as it unveils insights into consumer interactions, pain points, and preferences. This understanding guides strategic improvements, ensuring a seamless and customer-centric experience.

### Customer Journey for Emilia Thompson

	Awareness	Consideration	Purchase	Post-Purchase
Stages of Journey	Emilia will become aware of Google My Business as a tool for local data and information.	She explores the platform, learning about its features and advantages (West et al., 2020).	She comes to a decision to create an account to engage with local groups.	She often uses the platform to find and review local services.
Activities	Online studies and research, reading reviews, and word-of-mouth recommendations.	Exploring Google My Business capabilities, growing an account.	Engaging with local companies or businesses, leaving reviews.	Continued use for staying informed and sharing experiences.
Feelings and Needs	Curiosity and interest in exploring new tools.	Confidence in navigating the platform and understanding its value.	Satisfaction in assisting local companies, a sense of community.	A desire for easy navigation, positive interactions, and community connection (Heuchert, 2019).
Opportunities for Improvement	Simplify onboarding procedures for account creation.	Provide clear and accessible tutorials for platform	Enhance communication channels for community	Address privacy and security issues through educational

navigation.

engagement.

content.

## Omnichannel Marketing

### Definition

Omnichannel marketing is a holistic and integrated technique of marketing that focuses on providing a seamless and consistent experience for customers across diverse channels and touchpoints (Cui et al., 2021). Unlike multichannel marketing, where various channels perform independently, omnichannel marketing ensures a unified and interconnected experience, recognising that customers frequently move seamlessly among online and offline channels all through their journey.

### Role of Interaction in Omnichannel Marketing:

Interaction plays a crucial role in omnichannel marketing as it involves the engagement and communication between the brand and the customer throughout different channels. The aim is to create a cohesive and personalised experience in which every interplay builds upon the previous ones, regardless of the channel (Hossain et al., 2020). Effective interactions consider the consumer's preferences, behaviours, and needs, aiming to deliver a regular and tailor-made message.

For Google My Business (GMB), the platform serves as a key channel in an omnichannel strategy. GMB provides companies with a central hub to manipulate their online presence, inclusive of information on Google Search and Maps, customer reviews, and engagement with customers (Rodríguez-Torraco et al., 2023). This helps to examine the sales and marketing channels used by GMB and its effectiveness in achieving a seamless and positive journey for customers.

### Sales and Marketing Channels Used by Means of Google My Business:

Sales and Marketing  
Channels

Sales

Marketing

<b>Google Search and Maps</b>	Businesses seem in local search outcomes, using potential customers to their places (Shankar and Kushwaha, 2021).	GMB listings serve as a marketing tool, supplying crucial business information and encouraging user engagement.
<b>Customer Reviews</b>	Positive reviews can influence purchasing decisions and appeal to new customers.	Reviews serve as user-generated content, building credibility and trust within organisations.
<b>Post Updates</b>	Businesses can share updates about products, services, or promotions, influencing customer decisions.	Posts create opportunities for organisations to showcase their services and engage with the target audience (Mateus, 2021).
<b>Messaging</b>	Enables direct communication among organisations and clients for inquiries or guidance.	Facilitates personalised interactions, addressing customer needs and constructing relationships.

### **Analysis of Google My Business in Achieving a Seamless Customer Journey:**

<b>Analysis of GMB</b>	<b>Strengths</b>	<b>Opportunities</b>
<b>Consistency Across Channels</b>	GMB maintains consistency in business information throughout Google Search and Maps, presenting customers with accurate and updated details (Itani, Loureiro, and Ramadan, 2023).	Ensuring regular messaging and branding in published updates can further enhance the overall customer experience.
<b>Personalisation</b>	GMB permits companies to	Utilising customer information

	customise their listings, supplying relevant data to exceptional customer segments.	for focused messaging in posts and opinions can enhance personalisation.
<b>Customer Engagement</b>	GMB offers diverse engagement features such as posts, opinions, and messaging, encouraging groups to engage their target market.	Enhancing messaging abilities and promoting more interactive functions can foster deeper customer engagement.
<b>Seamless Transition Between Online and Offline</b>	GMB integrates with each online and offline purchaser research, facilitating a clear transition.	Encouraging organisations to apply GMB as a tool for in-store promotions or events can enhance the offline-online connection.
<b>Customer Feedback and Improvement</b>	GMB presents valuable insights through consumer analysis, permitting organisations to understand and improve their services.	Encouraging organisations to actively respond to reviews and address feedback can exhibit a dedication to customer satisfaction.

## CX Performance Metrics

Metrics	Identify	Describe	Determination	Importance
<b>Net Promoter Score (NPS)</b>	NPS is recognised through a simple survey question: "On a scale of 0 to 10, how probable are you to propose a product/service	NPS measures customer loyalty and satisfaction. Promoters are loyal enthusiasts who are in all likelihood to suggest the product, passives are glad but not enthusiastic, and detractors are sad customers (Trenevska	The determination of NPS involves evaluating the distribution of responses and understanding the sentiment behind the scores. A positive NPS shows a higher	NPS is critical for understanding the overall sentiment of customers (Gallardo-Garcia et al., 2023). It goes beyond simple satisfaction metrics by using identifying brand advocates and areas for

	to a colleague?". Respondents are labelled promoters (9-10), passives (7-8), and detractors (0-6).	Blagoeva and Chachorovska, 2022). The NPS is calculated by subtracting the percentage of detractors from the percentage of promoters.	likelihood of customer advocacy, while a negative NPS signals issues and problems that require interest.	development. For Google My Business (GMB), a positive NPS indicates that customers seek to find value in the platform and are possibly to advocate it, contributing to organic growth.
<b>Lifetime Value (LTV)</b>	LTV is identified through analysing the behaviour of users, purchasing history, and engagement patterns. It entails calculating the average purchase value, average purchase frequency, and customer lifespan.	LTV quantifies the revenue potential of an average customer over their engagement lifespan. It considers how much value a purchaser has contributed over the years, presenting insights into customer retention and monetisation effectiveness.	The determination of LTV involves assessing the average value generated by customers and knowledge of the elements contributing to extended engagement. A higher LTV signifies successful user retention and monetisation techniques.	LTV is important for knowledge of the long-term value of customers. For GMB, a higher LTV indicates that users constantly interact with the platform over a prolonged duration, demonstrating the effectiveness of the platform in keeping and monetising its user base.

### Recommendation for Google My Business:

#### Net Promoter Score (NPS):

NPS is rather recommended for Google My Business. As a platform that relies on user-generated content and community engagement, understanding purchaser sentiment is vital. An effective NPS indicates that customers are not only satisfied but also willing to actively promote the platform, contributing to extended visibility and attracting new customers.

Regularly measuring NPS allows GMB to address potential issues directly and enhance features that resonate positively with users.

**Lifetime Value (LTV):**

LTV is also critical for Google My Business, mainly in assessing the effectiveness of its user retention and monetisation strategies. A higher LTV shows that users discover ongoing value inside the platform, contributing to sustained sales. This metric is valuable for shaping marketing and engagement strategies to maximise user lifetime value and make sure the platform's long-term success.

**CX Processes in Different Industries**

Factors	Analysis	Implementation in GMB
<b>Governance</b>	Governance includes defining roles, responsibilities, and processes to ensure effective control of customer experience initiatives (Ceesay, 2020). It establishes clear lines of communication and responsibility.	Establishing a cross-functional CX group. Defining roles and responsibilities for each group member. Developing communication channels for collaboration. Regularly evaluate and update governance techniques.
<b>Culture</b>	A customer-centric culture prioritises the client at each level of the company. It entails fostering a mindset where every employee is committed to delivering exceptional consumer experiences.	Conducting training sessions or courses to instil a customer-centric mindset. Encouraging open communication and feedback. Recognising and rewarding employees for customer-centric conduct or behaviour. Integrating consumer satisfaction into overall performance metrics.
<b>Customer Experience Strategy</b>	Crafting a customer experience strategy includes understanding customer needs, defining touchpoints, and outlining the general vision for overall outstanding	Conducting customer journey mapping to discover touchpoints. Analysing user feedback and conduct to apprehend needs. Developing a clear vision and

<b>Design</b>	experiences (Batra, 2019).	mission for purchaser customers. Aligning the approach with organisational goals and values.
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### CX Processes in Google My Business Compare to Instagram

Factors	Google My Business	Instagram
<b>Governance</b>	Google My Business can set up a committed CX group responsible for dealing with customer interactions and feedback. Clearly outline roles for product managers, customer support, and marketing teams in managing customer experience.	Instagram, owned by Meta (formerly Facebook), has a similar governance structure. It has a devoted group for user experience, addressing issues related to application functionality, content material policies, and user support.
<b>Culture</b>	GMB can foster a customer-centric lifestyle by promoting a shared vision of enhancing local business visibility and consumer engagement (Ameen et al., 2021). Implementing training programs for employees to understand and prioritise user needs. Encouraging a culture of continuous improvement, in which employees are empowered to endorse and implement changes that enhance the user experience.	Instagram, being part of Meta, additionally emphasises a user-centric culture. The platform targets to create an advantageous and inclusive environment, reflecting the wider business culture of its parent company.
<b>Customer Experience Strategy Design</b>	Google My Business can design its approach by engaging in user research to recognise the needs and pain points of businesses and users. Developing a method that specialises in making local business data effortlessly available, encouraging consumer engagement, and	Instagram's customer experience strategy revolves around visual content sharing and community engagement. The platform constantly evolves its capabilities and algorithms to enhance user experience and keep its position as a

addressing user feedback promptly.

main social media platform.

### **Comparison of CX Processes:**

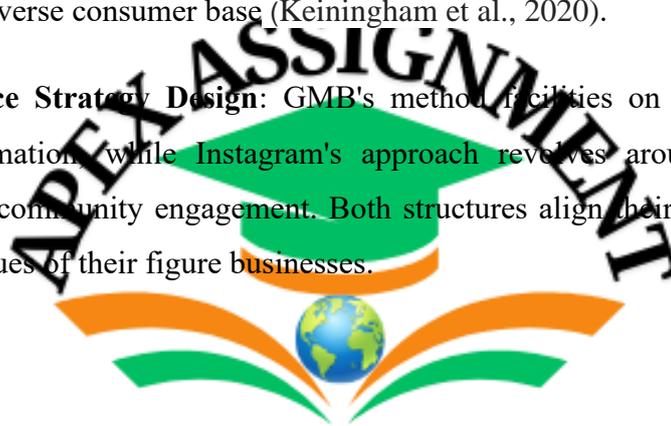
**Governance:** Both Google My Business and Instagram have dedicated groups and techniques for dealing with customer engagement, reflecting the significance of effective governance in making sure clear operations and customer satisfaction.

**Culture:** Both system's goals are to foster a customer-centric culture. GMB specialises in local business engagement, while Instagram emphasises growing an effective and inclusive environment for its diverse consumer base (Keiningham et al., 2020).

**Customer Experience Strategy Design:** GMB's method facilitates on imparting valuable local business information, while Instagram's approach revolves around visual content material sharing and community engagement. Both structures align their strategies with the broader goals and values of their figure businesses.

### **Conclusion**

In conclusion, Google My Business (GMB) demonstrates an effective customer experience (CX) strategy by way of prioritising local business engagement and consumer satisfaction. The platform's governance structures ensure a scientific method for addressing customer needs, while its dedication to fostering a consumer-centric culture is evident in training programs and continuous improvement initiatives. GMB's well-designed CX method, aligned with the purpose of providing valuable local business information, contributes to effective user experiences. Regular updates, personal feedback incorporation, and seamless integration of online and offline interactions collectively make GMB an effective tool for groups and customers, showcasing the effectiveness of its customer experience method.



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