Co-creation and **Customer Experience**









Co-creation: Expanding CX to drive loyalty

Exceptional CX programs don't just react to feedback after an experience they proactively engage customers BEFORE they interact with your brand.

Bulbshare from SMG empowers brands to gather customer feedback early before they commit to a direction that might not align with customer needs. By involving customers from the start, brands build stronger connections and long-term loyalty.

How Bulbshare works for CX:

customer communities

A. Bulbshare works with brands to recruit and manage customer communities.

Build one or more always-on

B. Communities can represent brand advocates, repeat buyers, or targeted audience segments.



groups, in-depth interviews, and other studies to codevelop new product and service ideas—for example: a new menu item, retail item, or service feature.

Co-create products and services

B. Brands can also use communities to build or evolve restaurant or store layouts, rewards, loyalty programs, and more.

Co-solve experience challenges A. Conduct in-depth discovery

- on experience challenges with community members to formulate detailed action plans.
- B. Preview potential changes with community members to identify preferred solutions.

marketing spend A. Work with customers on ad campaigns, marketing messaging, and digital experiences.

B. Ensure campaigns and promotions resonate with

Collaborate with customers to optimize

- target markets before spending big.
- **C.** Cultivate brand ambassadors who share authentic content and drive organic engagement.



Leverage the flexibility of the Bulbshare platform to drive engagement A. Send your communities quick mobile

- survey briefs—anytime, anywhere. B. Use a wide variety of question
- types—from swipe-to-vote and image highlighting, to photos and video capture—to gather richer data and keep members engaged.

through execution.

Analyze results instantly

B. Anyone with the appropriate permissions (even non-data

The connection to SMG CX

Combine Bulbshare customer communities with SMG's interaction-based intelligence data to create comprehensive experience programs from ideation

scientists) can access data and build action plans with Knowledge Al.

Live dashboards provide data analysis in seconds.



- that drive greater loyalty and advocacy. Brands gain a built-in customer base that is excited to purchase their products or services.
- Customer loyalty increases when brands proactively address experience issues and invite customers to co-
- create solutions.
- Loyal customers become brand advocates who drive authentic, organic brand awareness and reach. Bulbshare's always-on communities, paired with SMG's interaction-based intelligence equips brands with
- comprehensive insights across the entire customer experience spectrum.

SCENARIO#

Loyalty programs are powerful tools for retaining customers and increasing business

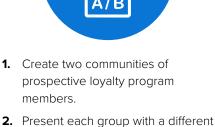
Customer Loyalty program

growth. The key is designing them for maximum impact. Brands can use Bulbshare from SMG to discover the most impactful ways to optimize

offers and marketing plans. **Using Bulbshare:**

their loyalty program. They can also tap into ongoing communities to test new loyalty

EXAMPLE 2 Program updates



EXAMPLE 1

A/B testing

- thoughts on perceived value. 3. Use AI to analyze the results and determine which model resonates
- most. **4.** Pilot the selected program with one or both groups to get real-time

loyalty program model and gather

- feedback before the full launch.
- 1. Create a community of existing loyalty members. 2. Launch a survey brief within the

existing loyalty program.

3. Launch a follow-up survey within the community to explore why certain aspects are unpopular and identify ways to make them more appealing.

4. Use AI to analyze the results and

for your loyalty program.

community to determine the most-

and least-popular aspects of your

The connection to SMG CX

pinpoint the most impactful updates



EXAMPLE 3

Loyalty Program

- 2. Launch a survey brief or focus group to gather feedback on the campaign's marketing headlines,
- program descriptions, and imagery. 3. Use AI to get recommended adjustments before rolling out your new marketing campaign.

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The benefits of Bulbshare

adoption rewards models.

Involving customers and prospects in loyalty program development, updates, and marketing builds alignment with market needs.

A/B testing loyalty initiatives leads to more engaging, high-

Use post-interaction data across all customers to determine

the broader impact of your loyalty program changes.



Bulbshare's flexible survey briefs and Al-driven analysis empower programs to test questions, updates, and plans on demand—eliminating the wait for costly market research studies.

insights, brands can prioritize customer experience early and often to improve their CX outcomes.

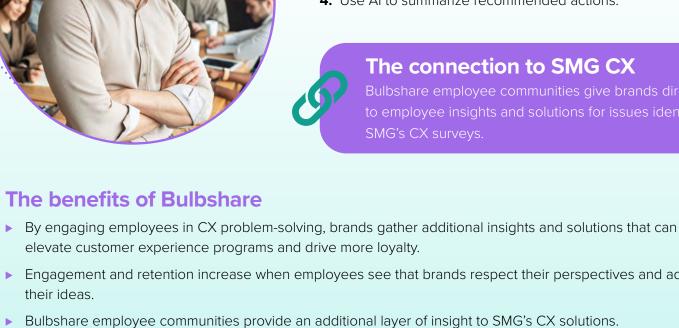


Solving CX problems with employee solutions Frontline workers have a unique perspective on customer experience pain points and

Brands can use Bulbshare from SMG to extract actionable customer experience insights from employees at scale. They can also obtain employee feedback on proposed initiatives and related training programs.

1. Create a community of employee advocates.

2. Launch a survey brief within the community to explore a specific issue uncovered by interaction-based surveys. **3.** Launch a follow-up survey within the community to co-create solutions to the problem.



How it works

opportunities for improvement.

The connection to SMG CX

4. Use AI to summarize recommended actions.

- Engagement and retention increase when employees see that brands respect their perspectives and adopt

