Co-creation and Customer Experience

SMG | Bulbshare

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:

1

Build one or more always-on customer communities

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

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

2

Co-create products and services

A. Community members participate in survey briefs, focus groups, in-depth interviews, and other studies to co-develop new product and service ideas—for example: a new menu item, retail item, or service feature.

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

3

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.

4

Collaborate with customers to optimize marketing spend

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

B. Ensure campaigns and promotions resonate with target markets before spending big.

C. Cultivate brand ambassadors who share authentic content and drive organic engagement.

5

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.

6

Analyze results instantly

A. Live dashboards provide data analysis in seconds.

B. Anyone with the appropriate permissions (even non-data scientists) can access data and build action plans with Knowledge AI.

The connection to SMG CX

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

The benefits of Bulbshare

▸ Brand decisions include customer input, resulting in enhanced customer experiences that drive greater loyalty and advocacy.

▸ Brands gain a loyal 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# 1

Customer Loyalty program

Loyalty programs are powerful tools for retaining customers and increasing business growth. The key is designing them for maximum impact.

Brands can use Bulbshare from SMG to discover the most impactful ways to optimize their loyalty program. They can also tap into ongoing communities to test new loyalty offers and marketing plans.

Using Bulbshare:

EXAMPLE 1
A/B testing

A/B

1. Create two communities of prospective loyalty program members.

2. Present each group with a different loyalty program model and gather 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 feedback before the full launch.

EXAMPLE 2
Program updates

1. Create a community of existing loyalty members.

2. Launch a survey brief within the community to determine the most-and least-popular aspects of your 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 pinpoint the most impactful updates for your loyalty program.

EXAMPLE 3
Loyalty Program marketing

1. Use the same community of existing or prospective loyalty members, depending on your campaign target.

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.

The connection to SMG CX

Use post-interaction data across all customers to determine the broader impact of your loyalty program changes.

The benefits of Bulbshare

▸ 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-adoption rewards models.

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

▸ By combining co-creation communities with interaction-based insights, brands can prioritize customer experience early and often to improve their CX outcomes.

SCENARIO# 2

Solving CX problems with employee solutions

Frontline workers have a unique perspective on customer experience pain points and opportunities for improvement.

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.

How it works

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.

4. Use AI to summarize recommended actions.

The connection to SMG CX

Bulbshare employee communities give brands direct access to employee insights and solutions for issues identified in SMG's CX surveys.

The benefits of Bulbshare

▸ By engaging employees in CX problem-solving, brands gather additional insights and solutions that can elevate customer experience programs and drive more loyalty.

▸ Engagement and retention increase when employees see that brands respect their perspectives and adopt their ideas.

▸ Bulbshare employee communities provide an additional layer of insight to SMG's CX solutions.

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