Finn Connective

The company aims at considering customers preferences by conducting market research. This will allow Finn Connective to see what products are more appreciated by customers. Creating customer personas is a practical method for providing insights about customers. The new pop-up techniques and social media marketing are giving them the opportunity to enhance their ways to interact with clients. This will be an effective tool for increasing value for the customers (Kenton, 2017).

Some suggestions include updating the company's value proposition that means defining an online website how customer save costs by selecting Finn Connective. The company also aims at enhancing customer experience for improving their satisfaction levels. Company’s strategy of building strong interactive communications is another tool for providing value to its customers. The common techniques include professional emails handed by the human resource and responding to the queries or complaints of clients on-time. Building a memorable customer experience will also allow positive building image. The customers receiving high value in the form of quality will be more likely to purchase the product again as customers are holding different perceptions so the company can target them according to segments.

Another method employed is by exposing the target market to different products and services. Building an online presence will provide convenience as the customers can select the features online. The company will encourage customers to sign up and create free accounts. Special promotions are also a useful technique for creating value (Stark & Stewart, 2017).

Setting a win-win price is also a practical strategy of adding value for the customer. This will explain to clients receiving value. Highly satisfied customers will be willing to spend more. The company must emphasize on investing on the valued customers by providing the greatest return. This will provide a wider scope of earning better revenues and attaining growth.

References

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