Human Relationships

The answer to creating a lovable product
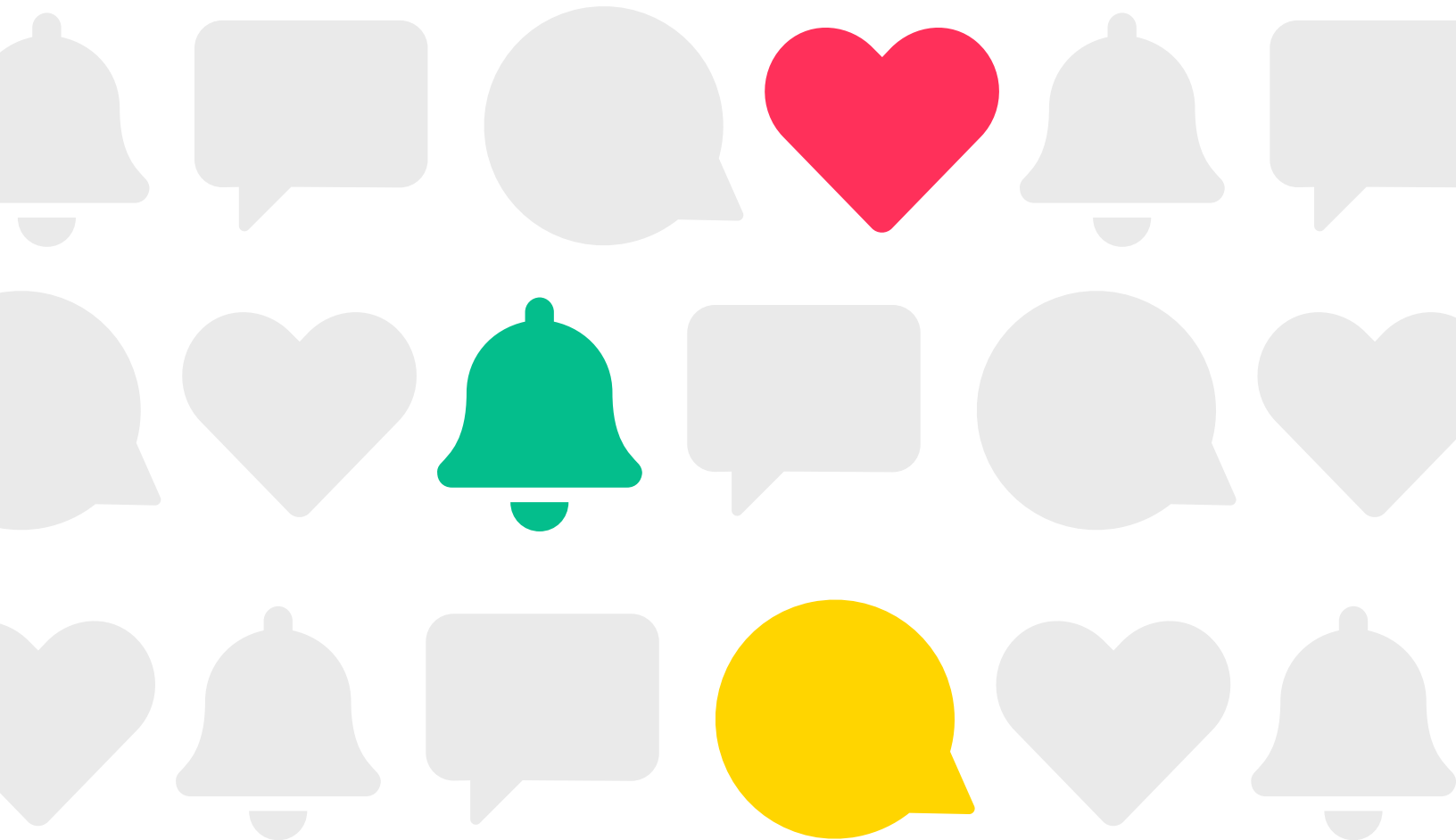
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Introduction

According to Neuroscientist Antonio Damasio, emotions play an essential role in almost all decisions. From what we "feel" like eating to what we "feel" about a particular issue, our emotions can affect how we respond to certain situations and things.

The people around us, our environment, and our values all affect our emotions. That's why brands and product developers must look into all these social connections to provide meaningful, emotionally-connected products and services for their consumers.

However, despite knowing how these factors elicit positive emotions from customers, some companies still neglect these essential ingredients when building products.

What is the reason for this? Is it because companies still rely on impersonal and outdated product-building approaches? Do they just fail to understand the customers' needs, or are they simply out of touch?

By thinking short-term building rather than long-lasting connection, brands miss the opportunity to create products that would positively affect their customers' lives in the long run.

This book aims to help you produce something that consumers will love and keep for a lifetime to help face these challenges. Divided into three parts, we'll look into:

01 Humans are social beings: In this chapter, we understand how human relationships affect how we feel, as well as how we have shifted from an offline to an online connection.

02 Humans and their relationship with the products they love: We'll look into building a brand and creating products people will love by understanding human emotions, relationships, and interactions.

03 Bringing human relationships into your product: We dive into how integrating social features into your platform can help me create a lasting customer-brand relationship that's beyond transactional.

Each chapter unfolds how our relationships and emotions play a crucial role in building brand loyalty and attachment. And hopefully, this book will help you create something that will impact your customers' lives in a world that craves authentic relationships and deep-rooted meaningful connections.

Are you ready to start creating lovable products for your customers?

Humans are Social Beings

Humans are social creatures, and it's an innate need for us to form interpersonal relationships with people around us.

From the womb, where humans connect to their mothers for sustenance, to adulthood, when most of our activities revolve around being with other people, a human's sense of belonging is strong and evident every day. Throughout history, humans have lived with families, tribes, and nations, and also as part of a global, interconnected community.

> "Humans are social beings, and we are happier and better when connected to others."
>
> – **PAUL BLOOM,**
> PSYCHOLOGIST

Humans are wired to connect

Studies have also revealed neurological responses to socialization. Neuroscientists found that we have a social reasoning system dedicated to helping us get along with others.

> "The pain of social loss and the ways that an audience's laughter can influence us are no accidents.
>
> To the extent that we can characterize evolution as designing our modern brains, this is what our brains were wired for: reaching out to and interacting with others. These are design features, not flaws. These social adaptations are central to making us the most successful species on earth."
>
> – **MATTHEW LIEBERMAN,**
> PROFESSOR, SOCIAL COGNITIVE NEUROSCIENCE LAB DIRECTOR,
> AND AUTHOR OF 'SOCIAL: WHY OUR BRAINS ARE WIRED TO CONNECT'

Matthew Lieberman, a Professor and Social Cognitive Neuroscience Lab Director at University of Southern California (UCLA) Department of Psychology, Psychiatry and Biobehavioral Sciences, wrote about social connect in his book **Social: Why Our Brains Are Wired to Connect.** He said that brains "experience threats to our social connections much like they experience physical pain." As with food and shelter, the neural link between social and physical pain also makes staying social a lifelong need.

The World Health Organization (WHO) also stressed that **social relationships are an essential determinant of health throughout someone's life.** WHO found that belonging to a supportive and communicative community makes people feel cared for, loved, and valued.

People with good relations are less stressed, depressed, and have a lower risk of chronic diseases, among other positive benefits. As such, talking or being with other people dramatically increases our feeling of happiness, making us happier and healthier when we are interacting socially.

Connecting
when disconnected

There's no way around it; 2020 was not an easy year for most of us. The unexpected pandemic proved difficult for all of us: the sudden lockdown, the immediate shift to remote work, coupled with other social and political issues we were facing that year.

That's why it became a struggle for most people when the recent pandemic forced them to stay indoors and distance themselves from their communities. According to the UK's National Statistics Office, approximately **one in five adults were likely to have suffered depression** during the coronavirus (COVID-19) pandemic in June 2020.

1 in 5
adults were likely to have suffered depression
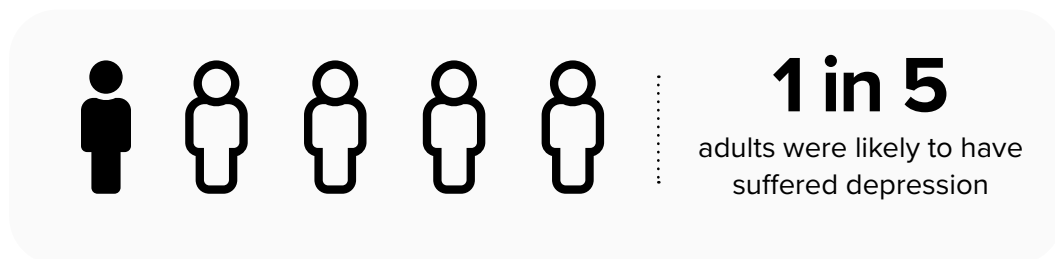
To cope with the isolation, people relied on technology to connect, despite the distance. In a Pew Research Center study, **32% of Americans** surveyed said they had hosted a virtual party or social gathering or participated in one. A study conducted by Kantar found that **social media has increased significantly** in the past year. Based on this survey of more than 25,000 consumers across 30 countries, they found out:

61%
increase in social media engagment

40%
increase in WhatsApp usage

37%
increase in Facebook usage

Other researches also found:

• Gallup found that **74% of respondents** said social media is very important to them to stay connected with people close to them during the pandemic.

• According to a Facebook survey, Messaging across Facebook, Instagram, WhatsApp has increased **more than 50%** in countries hit the hardest by the virus.

• Twitter reported a **23% increase** in daily users compared to the previous year.

Based on a Global Web Index (GWI) study, though social media showed adverse effects on people's mental health based on a survey conducted in 2019, it became **instrumental in keeping people connected during the crisis.**

In another GWI survey, they found mental health concerns were prominent in the US and UK. In particular, **31% of UK internet users and 21% of US internet users** were worried their mental health would deteriorate. However, Social media alleviated the feeling of isolation by connecting people, albeit virtually, during the pandemic.

Their research found that social media has helped 57% of their respondents cope with loneliness, while 48% said that they felt less anxious or stressed, despite being cooped indoors.

☺

57%

of Internet users says
social media has made
them feel less lonely

😄

48%

of Internet users says
social media has made
them feel less anxious
and stress

Source:
How the outbreak has changed
the way we use social media,
Global Web Index, 2020

Social media, which started with the aim of connecting people who already knew each other, is now transforming with the growth of community platforms. There seems to be an increasing shift in online community-building. From merely connecting with who you know to, social media became a safe space for people to meet and socialize with new connections.

Indeed, being able to connect with others is critical in one's life, and it is no different online.

In essence, people have used social media to address their need for **emotional connection through social distancing.** With the various communication channels offered by several apps and platforms, family and friends can stay connected despite being dispersed.

Humans and the Products they Love

Creating a product is not always easy. From ideation, development to launching the product, keeping your brand and product on top of the customers' minds is always a challenge.

Releasing a product comes with a high-risk. According to Harvard Business School professor Clayton Christensen, there are **more than 30,000 new consumer products launched every year — and unfortunately, 95% of them fail.**

> "People don't buy for logical reasons. They buy for emotional reasons."
>
> – **ZIG ZIGLAR,**
>   AUTHOR

There are multiple reasons why products do not find success, but one of the top reasons is that brands and product developers fail to know their customers. Marketing agency Veratempo believes that **"a thorough and in-depth understanding of your target customer base"** is the key that can help brands in providing a unique experience to customers.

And understanding your customers involves feeling what they are feeling — knowing their pains and joys and ensuring that your product creates emotional attachment by providing solutions that will fill a gap in their lives.

What's love got to do with it?

Emotional attachment is a significant factor when it comes to making your product lovable. Consumer psychologist Peter Noel Murray said that **"emotions may influence our behavior as consumers more than we'd like to admit."**

According to him, functional magnetic resonance imaging (fMRI) showed rather than facts or information about a brand; consumers evaluate brands based on their emotions.

Emotional attachment comes in many forms, according to Michael R. Solomon, author of **Consumer Behavior: Buying, Having and Being**, and one of which is love. To him, consumers love a product when "it elicits emotional bonds of warmth, passion or other strong emotion" from them.

Dean of the Questrom School of Business at Boston University, Susan Fournier, also highlighted **love, together with passion, as the core of the strong brand relationship.** According to her, these emotions towards a brand or a product are reminiscent of one's feeling on an interpersonal level and more than brand preference. In her experiment, she found that participants who identified they have a strong brand relationship felt something was missing when they had not used a brand in a long time.

So how can your product elicit this strong emotion from your consumers?

Make your product **lovable to your team**

But regardless of these challenges, studies found that products that people love are those they believe in and endorse.

Surprisingly, companies don't have to look beyond their workforce to see if their products are something their customers will love. Evernote co-founder and executive chairman Phil Libin **believes that your team should love the products they build first and foremost.**

According to him, the best way to ensure your team members love the product they build is to make sure they love their jobs. The more they invest themselves in what they do, the more they will believe in and make it their own. He believes that companies should emphasize to their teams the importance of the product they are working on and what it can do to their customers and the world.

Another tip he shared is to tell your team to make the product for themselves. He said that it is essential to continuously develop a product for a market or customer base that you don't care about; you will just churn a product that will remain in product-market fit mode. On the other hand, building a product with yourself in mind, iteration cycles will take less time. It will be more fulfilling for everyone as they are more invested in making it better and believe it is an excellent product for them and the users.

> "If you're honest with yourself and you're making a product for you, you can know when it's getting better. You can know when you're really being in love with certain features. You can know when it's going backward. You can know because you're the target audience."
>
> **–PHIL LIBIN,**
> CO-FOUNDER AND EXECUTIVE CHAIRMAN OF EVERNOTE

Make your users love it, too

Now that you managed to get your team to rally behind your brand, it's time to move to the customers.

According to a survey by experience improvement company InMoment, **80% of their respondents said they 'grew to love' a brand over time.** Only 15% of the respondents said they experienced 'love at first sight.'

15%
experienced love at first sight with a brand

80%
grew to love a brand
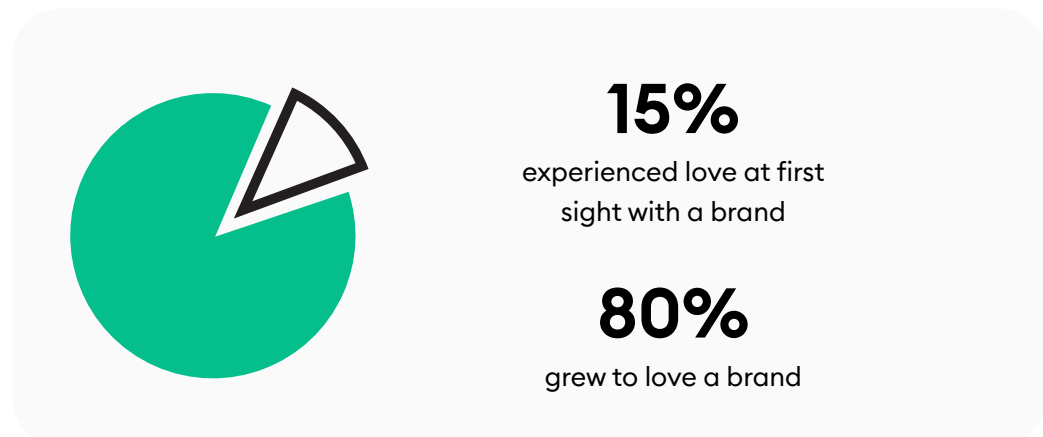
The results gathered are very telling and as with any relationship, earning the coveted affection from your customers takes time. It is an accumulation of things that your brand and product provide. Capturing your audience does not have to happen instantaneously, but rather a journey where you both take a road to understand, be there, and eventually trust each other.

For your customers to love your product, you have to ensure that they will find themselves attached to it.

Make your product serve a purpose in their lives that they find irreplaceable, so they repeatedly use it.

Hendrik N. J. Schifferstein Ph.D. and Elly P. H. Zwartkruis-Pelgrim, published in the International Journal of Design, defined the **consumer-product attachment** as the strength of the emotional bond consumer experiences with a durable product and implied the existence of an emotional tie between a person and an object.

Further explaining, they said, a product to which a person is attached to is considered unique and typically means a lot to them. Consequently, the person will experience an emotional loss if that product is lost. In such circumstances, it is unlikely for the person to dispose of the product.

See next page on how you can establish an emotional connection with your customers:

01 Assess your company values

To form an attachment with your customers, ensure that you share their values and support their community.

> "The brands that will thrive in the coming years are the ones that have a purpose beyond profit."
>
> –**RICHARD BRANSON,**
> VIRGIN GROUP FOUNDER

A study conducted by Edelman found that **50% of consumers worldwide say they are belief-driven buyers.** They also found that nearly two-thirds (64%) of consumers worldwide will buy or boycott a brand solely because of its position on a social or political issue. As such, a brand should understand their audience — and with this understanding comes how they will respond to issues. Doing so enables them to align their stand to the values their customers uphold.

Taking a Stand

Edelman shares three ways on how brands can take a stand and find a purpose for their brands:

1. Purpose: Clearly articulate why your brand exists and make a proactive effort to address that purpose. Your brand needs to live this purpose every day.

2. Culture: Authentically connect your stand to a relevant moment in culture. You should ensure you're connecting to culture and not simply co-opting it.

3. Activism: Confront a controversial issue that directly impacts your stakeholders and/or your brand. You must make sure your stakeholders will support your decision and act on it.

02 Provide a good customer experience

Are you delivering the best experience to your customers to guarantee satisfaction? Are you giving them a good reason to stay or come back?

Marketing CRM provider SuperOffice said that **customer experience would remain a top priority for companies** this year. A survey they conducted found that customer experience will also be a focal point for companies in the next five years.

**What is the top priority for your business in the next 5 years?**

45.9%	**Customer Experience**
33.6%	**Product**
20.5%	**Pricing**
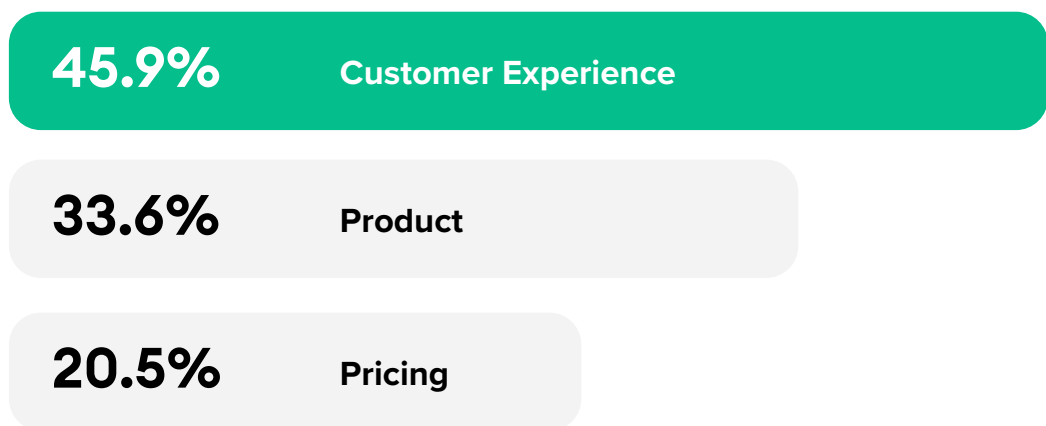
Source: 37 customer experience statistics you need to know for 2021, SuperOffice, 2021

==More than the product, customers find themselves attached to a brand due to their customer experience.==

To create an emotional attachment to your brand and your product, you must provide an excellent customer experience — from onboarding to after-sales. Good customer experience yields positive results for your brand, including increased customer loyalty, satisfaction, and better reviews to pass on to their family and friends.
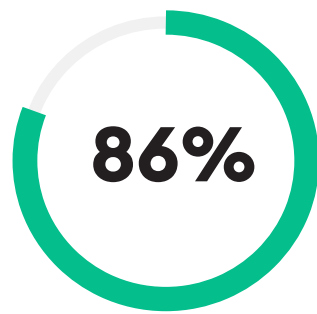
86% of buyers will **pay more** for a better customer experience

Source: 37 customer experience statistics you need to know for 2021, SuperOffice, 2021

And as with any relationship, listening and responding fast are the keys to success. With that, brands must learn to listen to their customers. HotJar said that customer feedback is the **number one driver of successful customer experience strategies.** "Not only is collecting direct customer feedback critical for companies to execute their strategy," HotJar found out, "feedback is also the building block for creating the strategy, to begin with," they added.

Simultaneously, a fast response is also necessary, especially when customers share their bad experiences in a review or social media site. In the same survey from HotJar, they found that waiting for a response is the number one cause of customer frustration. Inc. suggests that once your brand resolves an issue either privately or publicly, **ensure that the customer updates his negative review and opinion with his social circle.** Doing so ensures it doesn't deter others from experiencing what you have to offer.

03 Win their family and friends

Emotionally-connected customers involve their family and friends when it comes to brand or product decisions.

CapGemini found that **82% of emotionally-connected customers will also promote a brand among their family and friends.** On the other hand, Hubspot found that **81% of customers trust recommendations from family and friends.** Customers don't trust companies as much as they used to. Today, they trust their inner circle and review sites such as Glassdoor, Yelp, G2 to make informed decisions towards a brand or a product.
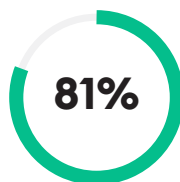
81% Trust the advice of friends and familties over business advice
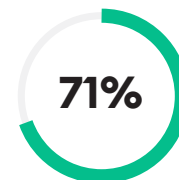
**71%** Don't trust sponsored social media ads
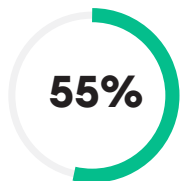
55% Don't trust companies they buy from as much as they used to

65% Don't trust company press release and advertisement

Source: The Hard Truth About Acquisition Costs (and How Your Customers Can Save You), HubSpot, 2021

In research conducted by Yieldbot and Kantar Retail, **word-of-mouth advice from friends and family** remains the top resource for building a product consideration set. Further, American Express found that happy American customers will **share their positive experiences and refer about 11 more people.** Those connections they reached out to most probably will come from their family or friends.

Happy customer share their positive experience to about

11 people
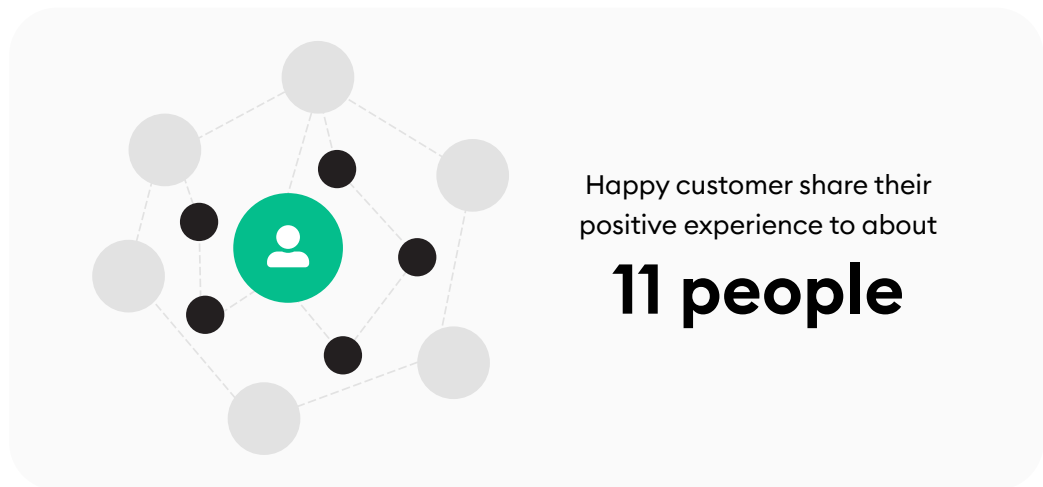
With customer experience, a positive review from one person can trickle down to their family and friends, too. That's why it's crucial to establish a deep relationship with your customers as they can be your brand advocates, influencing those they have close relationships with to come and support your brand and product, too.

04 Look into communities

As social beings, it is crucial for us to be a part of a group where community members value our opinions. We want to communicate and collaborate, and learn from each other. As such, each customer wants to be heard, and it's essential that they make an impact in other people's lives, especially in their communities.

Speaking of brand advocates, customers who establish a particular brand attachment can also influence people outside their circle. As mentioned, review sites have become a popular source for customers to seek feedback from past and current customers regarding their relationships with specific brands. These sites allow customer communities to connect and establish a relationship built on trust.

It is believed that user communities provide an exceptionally effective means of organizing various content and ideas at the community level. Not only do they affect the opinion of the community members, but it is also a good way for brands to gauge the sentiments towards their products.

Harvard Business Review highlights that strong communities **help businesses acquire new members**, resulting in lower customer acquisition costs and a tight viral loop. That's why it's necessary to leverage community when it comes to brand and product marketing efforts. Building a community is the best marketing strategy — and it's crucial to make community-building a priority if you want a closer relationship with your customers.

How Lego leverage their community to bring ideas together

Since 1958, Lego has perpetuated its history and brand with a consistent promise: constantly innovate, build, have fun. Early on, the brand knew how important Lego's consumers were for the brand and product, referring to them as the "other half of the toy."

With that in mind, Lego launched its **Lego Ideas** initiative to leverage its massive fan base and develop it into an online community. This platform is the perfect example of co-creation and innovation: it enables fans to express their ideas (by designing and building) for new Lego products, enter exciting contests, and vote for their favorite ideas.

Since its creation in 2008, the community counts over a million users, more than 26,000 product ideas submitted, and 28 sets produced.

What we love:

Customer-Brand connection: Before launching any new product design, Lego created a board called Lego Reviews. Their teams evaluate and review which projects can reach fruition and become a Lego product. They inform their fans about the importance of ideas to win both from a design and business perspective. Transparency is its fundamental rule.

Fans' involvement in product development: Lego realized the power of their fanbase and how infinite their ideas are when it comes to product and designs. Involving users in the process and giving them a chance to design the next lego set is an excellent idea to engage users and connect with them.

Takeaway:

Lego built its strategy around one of its most powerful assets: the endless imagination of its users. By involving customers in the product development process, Lego gets to know its customers' expectations, encourages them to connect with like-minded peers, and creates a meaningful engagement with the brand.

Read more: What can we learn from these top branded communities?

Positive customer relationship affects profits

It is a fact: emotionally-connected customers can bring more profits to your business. Their emotions can play a critical role in determining which brands and products they will allow to be part of their lives.

In an article published on Forbes, CEO Jia Wertz said that **65% of a company's profits come from returning customers.** She believes that companies should "focus on the customers who already spend their time and money with your business, and offer them perks." She believes that the investment will pay for itself later in the game.
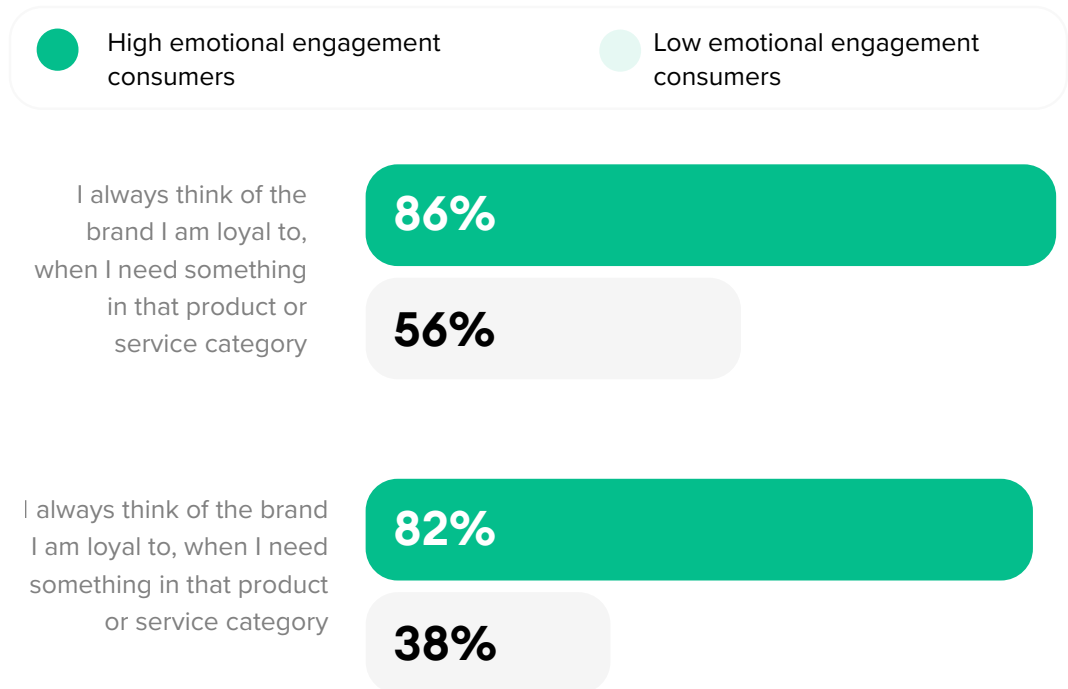
> "Since 65% of a company's business comes from existing customers, it's key to focus on the customers who already spend their time and money with your business and offer them perks. The investment will pay for itself."
>
> –**JIA WERTZ,**
> DOCUMENTARY FILMMAKER, AND CEO OF STUDIO 15

Motista found that emotionally-connected customers will spend an annual sum of about **$699 with a company**, making them a valuable source of income for companies who want to improve their profit.

Digital marketing community ClickZ also said that the probability of **selling to an existing customer is 60-70%**, as compared to 5-20% to a new customer. It's because <mark>emotionally-attached, loyal customers will never forget your brand and the products they love.</mark>

Based on this graph, emotionally-connected customers will keep supporting a brand or a product as it remains on top of their minds.

● High emotional engagement consumers   ○ Low emotional engagement consumers

I always think of the brand I am loyal to, when I need something in that product or service category

86%

56%

I always think of the brand I am loyal to, when I need something in that product or service category

82%

38%

Source: Source: Loyalty Deciphered—How Emotions Drive Genuine Engagement, CapGemini, 2017

CapGemini further adds, "by cultivating emotional connections with consumers, brands can benefit not only from greater wallet share of their loyal consumers but also the positive word-of-mouth."

Not only that, but these customers will also become your willing brand ambassadors by promoting your brand to their family, friends, and community.

==Emotions indeed play a crucial part in a person's decisions== — and the primary emotion you want to impart with your customers is love. Emotional attachment towards your brand and products is ultimately vital in your success, so make sure you leverage opportunities to bring new and existing customers to feel nothing but love for your brand.

Bringing Human Relationships into your Product

After learning about how humans feel the need to be social and how emotions play a crucial role in their decisions, it's time to learn how to integrate these factors into your product.

When customers feel seen, listened to, and valued, they feel more engaged towards a company — and more likely to support or repeat purchases. Social media platforms provide quick ways for customers to reach out to the brand and the people who support it the way they do.

If we look at today's most downloaded apps, **social media applications are on the top of the list.** Further, Social media platforms have seen success as compared to other categories. Why is that?

Going back to the fact that humans are social beings, social media platforms provide a space for customers to socialize online.

It is a vital part of our DNA to connect and form communities with people, even if it's virtual.

That's why having an online social presence is a staple in marketing strategies of today's brands and products. It has become a way for them to reach out to their customers in various ways effectively and allow people to meet new acquaintances, widen their network, and reach anyone they share interests with.

While most brands rely heavily on sites such as Facebook, Twitter, Instagram, and recently, TikTok to reach out to their customers, brands can instead leverage more if they have their social features integrated into their digital platforms.

Plugging social features can ultimately improve your customers' experience and make your brand or product stand out, providing ways for customers to connect with you and their community in a familiar way — without having to sign up for multiple social channels.

Unify ways to connect

Did you know that a typical user has an account on almost **nine social media platforms**?

Providing a seamless way for people to connect can be an integrated social feature on your website or app. By eliminating other chat applications they use to communicate with people and your brand, you can improve your customers' communication experience tremendously.

Moreover, having an integrated chat platform on your website or application can help you address issues right away, showing that you are attentive and you care about your customers and their needs. Utilizing live chat cuts down the time in resolving their problems. According to a survey, **41% of customers prefer live chats** to reach out to customer support teams.

How long ago did you have the good or bad customer service experience

● Less than one year ago   ● One year ago   ○ More than two years

| 70% | 9% | 21% |

| 26% | 29% | 46% |
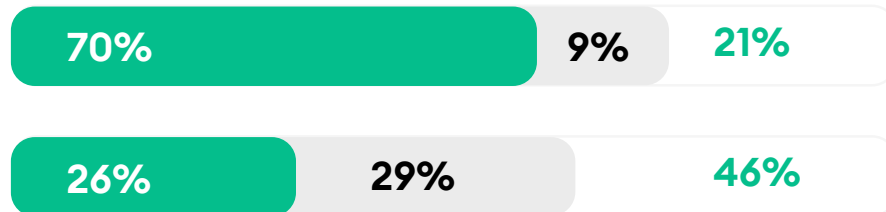
Source: The business impact of customer service on customer lifetime value, Zendesk 2020

A survey conducted by Zendesk found that **69% of their participants associated good customer service experience with their issue's quick resolution.** Their survey also revealed that 89% say a quick response to an initial inquiry is essential when buying from a particular brand. Also, customers seem to remember negative customer experiences more than positive ones.

> "People will often stop buying from a company altogether due to a poor experience. When consumers were asked about customer service experiences that happened a long time ago but still impact them today, 46% remember bad experiences from two or more years ago. In contrast, only 21% remember good experiences from a similar time period."
>
> **– ZENDESK 2020,**
> THE BUSINESS IMPACT OF CUSTOMER SERVICE ON CUSTOMER LIFETIME VALUE

Moreover, it encourages brand loyalty as live chats are more likely to convert **82% of your customers if you had a chat with them first.** So if you want to build a lasting relationship with your customers, make sure that you have a quick customer service response — which you can implement if you have a built-in live chat experience within your website or application.

Turn casual users into communities

When people feel sad and isolated, they turn to their communities for support. And with our current situation, more and more people turn to their virtual communities to cope with the loneliness. With online groups and chats, people can reach out to like-minded individuals even when dispersed.

As people crave community more than ever, brands and product developers should start looking into them also to increase brand awareness, get to know customers better, increase brand loyalty, and find new ways to increase revenue.

Social features popular among community posts such as comments and likes can also be a good gauge for understanding what your users are into. It also connects customers to people who share the same interests as them, enabling them to reach out to more people online — even to those outside their circle.

Further, live streaming events such as sporting matches and concerts hosted on your website or app, coupled with a live group chat feature, enable users to share the joy of onsite happenings even virtually. These social features let them connect with fellow fans and bring more users to use your site or application. This opportunity can establish your digital platform as the place to be for the best events for supporters like them.
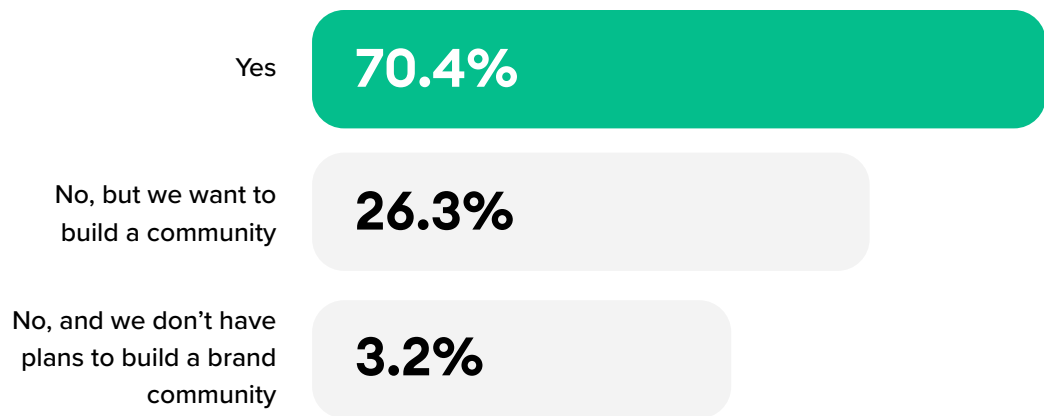
> "A community is a group of people learning and growing from each other in an environment of acceptance, love, respect, and shared values. Communities seek to show others the benefits of the brand or community and invite others to be a part. Communities can be large or small, but they all have a common cause."
>
> – **ASPIRE IQ, 2020**
>   DECONSTRUCTING THE CONSUMER ENGAGEMENT GAP,

Influencer marketing platform Aspire IQ found that **92.3% of brands said that the community has positively impacted their brand.** Many brands have used communities to test their products, giving them a new way to collaborate with their customers.

Companies are using their communities to collect feedback and customer data, giving their communities the power to help shape their products.

Do you already have an active community around your brand?

Yes	**70.4%**
No, but we want to build a community	**26.3%**
No, and we don't have plans to build a brand community	**3.2%**

Source: Deconstructing the consumer engagement gap, Aspire IQ, 2020

If you have a digital platform where you can plug social features, it's time to start integrating this social solution. For instance, if you have an app, Facebook said that **2.7 more users** are more likely to stay in-app for a sense of community and belonging. It only shows that in-app communities play a vital role in retaining app users.

2.7 more users
are more likely to stay in-app
for a sense of community

And the more you can retain your users, the more you will save on overall costs, as the **cost of marketing to existing customers is about $7**, while it costs roughly 5X that for new users.

Integrating social features offers customers the chance to connect with fellow users on an emotional level. It also helps them build their communities to interact with other members and build loyalty that only returning users can bring to your brand and products.

Personalize customer-brand relationships

Personalization is such a powerful tool for brands. As today's consumers are looking for a more tailored customer experience, they feel that companies should look into what they want and offer them what they need instead of pushing irrelevant information, products, and services their way. In fact, **74% of customers feel frustrated when website content is not personalized.**

Utilizing personalization can drive loyalty, establishing a stronger customer-brand relationship that can trickle down their inner and outer circles. That's why **89% of businesses are already investing in personalization,** including top brands such as Coca-Cola, Sephora, and Wells Fargo.

> "Digital professionals are prioritizing personalization today... But many still struggle to understand their customers, gather customer data, and deliver contextually relevant and value-adding experiences"
>
> **– BRENDAN WITCHER,**
> VICE PRESIDENT, PRINCIPAL ANALYST AT FORRESTER

This is where social features can help brands implement personalization on their digital platforms.

Surprisingly, many customers are into personalization that according to Accenture, **83% of consumers are willing to share their data** to create a more personalized experience.

You can collect these pieces of personal information through chatbots that you can integrate to your website or app, which can then store your customers' purchase history. Instead of collecting data from various social media sites, you can also gather preference information in their communities and the way they interact with the contents on their feeds.

When customers feel that they're treated more than just a number for a company, they are more likely to stay loyal to a brand.

For instance, if you are an e-commerce site, most **shoppers will be more likely to purchase from you again** if you provide offers and recommendations relevant to them. Customer data platform Segment found that personalization leads to repeat buyers, where **44% of those surveyed said they would likely buy again.**

And we all know what loyal, emotionally-connected customers can bring to your business. EConsultancy found that **80% of companies saw an uplift** since implementing personalization. Add to that, personalization software Monetate found that **95% of companies that saw 3X ROI from their personalization efforts** also increased profitability in the year after they implemented personalization.

By using personalization as a way to improve customer experience, there is no doubt that customers will feel strongly attached to your brand and products, making them more likely to keep coming back for more.

Add social features
to your platform

Now that we have established the numerous ways to integrate a social feature, you can create a brand or a product that users will love. How can you then start plugging these functionalities into your digital platform?

At Amity, our mission is to unlock the power of social experiences on any digital platform. We believe that the future is social — that's why we aim to provide scalable solutions to allow companies to integrate social functions into applications and digital channels.

Our flagship product, **Amity Social Cloud**, allows companies to easily integrate plug-and-play social features into their apps and websites to drive engagement, build communities, and grow revenue.

Instead of developing your solutions from scratch, you can utilize our modules, and all that is left for you to do are integration and frontend. Going the extra mile, our social feature software development kits (SDKs) allow endless customizations and an upgradable UI, making it easy to add social features to your app!

Comprising four SDKs to enable social features on your platform, we aim to bring the power of social to your business and give your customers the best experience that will make them love your brand and your products.

Let **Amity Social Cloud** enable social experiences on your app today.

Learn More

How AirAsia **utilized the social integrations** to reach 300,000 users

> *AirAsia, the leading low-cost airline in Asia, discovered the power of building a community to drive user engagement using social features integrated into their app.*

AirAsia is a leading Asian low-cost airline operating domestic and international flights to more than 165 destinations spanning 25 countries.

Its brand has a strong presence in the ASEAN, utilizing technological solutions, which garnered them multiple awards around their digital transformation. One of their digital products is their mobile app, with over four million monthly active users.

The Challenge:

AirAsia was seeking transformation for their app to turn it into a more community-driven platform. From a ticket booking platform to a travel lifestyle app, the company saw the immense potential of creating an application driven by social features. To address their app to a broader community, they aimed to provide a less transactional, more content-driven application.

The goal is to get people to use the app regularly, even if they are not flying. Indeed, by adding a social dimension to this app, users would go beyond the scope of merely using it for ticket purposes. They wanted users to interact with other members, get informed, share their thought. In that way, people are more involved in generating content by themselves, communicating with others, and creating a sense of belonging in their in-app community.

The Solution

AirAsia initially planned to build the community feature themselves with their in-house development team. The aviation company reached out to **Amity** when they discovered its product and realized they could use us to do most of the heavy engineering lifting in the community feature.

Doing so allowed their development team to focus on guaranteeing the best experience for their numerous users. With the large user base AirAsia developed for the past years, the biggest challenge that emerged was providing a service easily able to handle message broadcasts to over 300,000 users simultaneously.

The Result

The addition of social features was a success.

It helped AirAsia improve the overall user experience, turning the app from a single ticket-purchasing platform into a travel lifestyle app and community. They saw an increase in user engagement with a longer average session time, more user-generated content, and a high number of messages sent.

These results showed the popularity of social features among users to create a sense of belonging and express themselves with others. Also, the number of users grew significantly, with more community members joining every day.

Conclusion

Today, when everyone craves authentic human experiences, even online, it is essential to use this knowledge to enhance your relationships with your customers. Adding social features allows you to incorporate the essence of every human interaction into your product. Provide customers the means to connect, start communities, and ultimately, create a lasting relationship with you.

Looking into the very core of being a human — the relationships we build with other people and understanding their emotions — can ultimately help you make a more human-centric product development process.

Creating a lovable product can be challenging but definitely doable. Thinking about your customers as humans instead of sales numbers can shift the way you build your brand and your product, making it a purposeful, humanized experience for you, your team, and your customers.

Let **Amity Social Cloud**
enable social experiences
on your app today.

Learn More