15 WAYS QR CODES CAN ENHANCE CUSTOMER EXPERIENCE

Whatever your goals are, smart packaging can be your ally in achieving them. Use the data-rich packaging solutions for these five common business priorities as a starting point to brainstorm innovative packaging that will set your business apart.

GOAL: Score better marks in customer service

- Enable easy product registration
- Support streamlined checkouts and returns
- Provide instant discounts at checkout

GOAL: Let consumers know about our sustainability efforts

- Instantly educate customers on how to recycle mixed-materials packaging
- Inform consumers on sustainability efforts that smaller, planet-friendly packaging doesn't have room for
- Give users a tour of a fair-trade farm or manufacturing plant

GOAL: Set ourselves apart with distinctive branding

- Instantly link to immersive or exclusive content experiences (scan the QR code at the top of this page to see what we mean!)
- Give customers a visual tour of the creative inspiration for your product
- Customize the QR code itself with colors and logos, which are supported with high-quality paper printing processes

GOAL: Support a more seamless user experience

- Link to instructional videos
- Allow instant customer feedback and reviews
- Support easy refilling and reordering

GOAL: Keep pace with consumer trends

- Provide a safety profile of the product
- Connect users with influencers who serve as a resource for your market's community
- Link users with each other to enhance the sense of community for your product

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