

# Customer Engagement

Customer Engagement operations involves the application of capabilities, processes, structures, and technologies to cost-effectively exploit and scale the interactivity, targeting, personalization, and optimization of digital channels. A Customer Engagement strategy has a critical role in driving bottom-line growth.

That capability directly enables the speed, agility, iterative development, experimentation, and responsiveness that successful companies need to react to and shape the marketplace.

Businesses are aware of what needs to be done, and many are taking action. But that often boils down to implementing new technology platforms or increasing digital allocations. While these are important steps, they won't solve the challenge. Fundamentally, modern customer approach calls for the thoughtful, deliberate development of new processes, coordination, and governance.

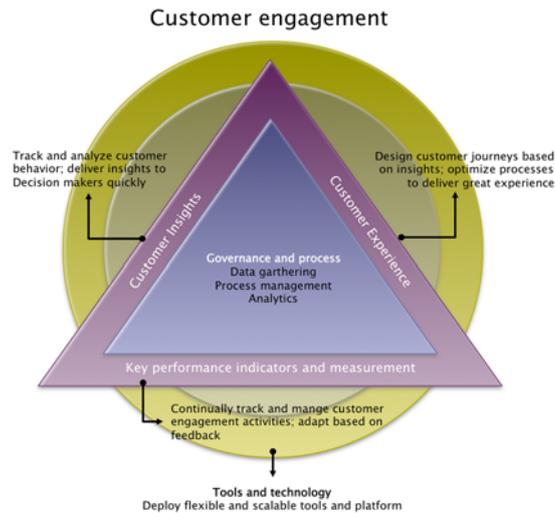
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## **Capabilities to support Customer Engagement operations**

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To support Customer Engagement we are talking about the "Big five":

1. Truly understand your customer
2. Deliver a superior experience
3. Select the right technology
4. Implementing processes and governance
5. Use the best metrics to drive success



## How to drive Customer Engagement?

Here are our 7 questions to help you do just that...

Question 1. What insights do we have about our customers, their needs from online services and perceptions of our service?

- There are multiple ways to generate insight, some of it should be engrained in your business day-to-day, other elements should be done at key times of the year.
- The questions that should be ask are surrounding satisfaction with the process, what it's like to deal with you from an outside perspective. Did you even meet the customer's requirements and is there a quality gap from the users reality.

Question 2. What are the KPIs and goals for customer engagement?

- The "R" in ROI is always in the eye of the beholder, so be sure to define this. It's not that everything has to be commercially orientated either, though it should tie back. You can easily ensure that commercial goals tie to customer engagement or marketing KPIs by developing a simple matrix.
- With the proliferation of social media usage, the idea of message amplification is really key. If you can engage any visitor on at least some level, then worst case, you can see how well your content and messaging resonates with an audience.

Question 3. Do you understand the gap between your customer needs and your delivery and how do you improve and prioritize satisfaction?

- We're talking about the consumer's experience of your product or service and how they feed that back. The challenge is how you do this with so many options and tools available?
  - Reactive - We hear a customer..... Social media is treated as channels back to customer service,
  - Proactive - listen to the whole market and seed out unhappy (and happy) customers in order they can pro-actively solve customer problems.
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- Each approach isn't mutually exclusive, after all they're just processes dependent on how an organisation wants to (and can) work. Both require tools and a customer engagement strategy/process.

Question 4. What content and offers will engage different audiences types?

- Once you're able to understand and leverage consumer motivation, need, intent and/or purchase history then there's the potential to re-market and so re-engage with someone much more easily, since you can really speak with them. How this is done is dependent on what kind of organisation you are in terms of budgets and resources available.

Question 5. How do we create an integrated communications lifecycle, integrating channels, content and marketing around the customer?

- This the holy grail to keep customers connected. Marketing automation can help here. This is an area being pioneered by high-end, fully integrated marketing automation platforms like IBM Silverpop.
- Marketing automation includes analytics and intelligence gathering, automating lead generation and conversion and advanced cross-department workflow.

Question 6. How do we keep sales front of mind and measure commercial success?

- It's a short but important answer, analytics. Through measurement and customer engagement process improvement - verified against business objectives, it's only as complex as it needs to be for your organisation. Focus on the basics as to what content, tools and techniques drive re-engagement, referral and re-purchase evidenced by your measurement dashboard. Grow what works, stop what doesn't.

Question 7. What tools and technologies can we use to engage customers with a value add experience?

**Regardless of the long-term customer engagement model you build, starting small can go a long way.**

Example - Customer Engagement framework:



Source: IBM

FUTURUM IT  
Nordre Strandvej 119D  
3150 Hellebæk

Email: [info@faturumit.com](mailto:info@faturumit.com)  
Phone: +45 2526 7701

[www.faturumit.com](http://www.faturumit.com)

*THE FUTURE STARTS TODAY*