CX Series: the Basics of Customer Experience

Part 4 of a 5-part series

Customer Engagement

THE PLANET'S SMARTEST CX ORCHESTRATION PLATFORM

Voice-of-the-Customer, Social Media, Journey Analytics and Engagement unified on the Planet's Smartest Customer Experience Software Platform.

PART 4

CUSTOMER ENGAGEMENT

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CX SERIES PT 4: CUSTOMER ENGAGEMENT

DRIVING VALUE THROUGH CUSTOMER ENGAGEMENT

Your customers have never had so many brands fighting for their attention as they do right now. Content is pursuing them across all channels and only some of it is enjoying their time. But, your customers are the lifeblood of your business and it's critical that you secure a slice of their attention. You won't achieve this with impersonal sales pitches and irrelevant content. Your customers want to know that they are known, and if they're engaged as such then their loyalty and ultimate value will follow.

Let's be honest: your marketing efforts would totally transform your business if:

- You truly **knew & understood** every customer & their real journey
- You had the ability to **nudge** customers **towards business goals**
- You had access to **real time measurement** and **insight**
- All platforms & assets operated in concert, seamlessly

That's a compelling vision of the future, and it's intuitively meaningful and necessary. It's only by knowing an individual customer fully that we can offer them real value and communicate with them in a way that will ensure their attention. And once you're communicating and nudging customers towards business outcomes it's important to know what's working and what isn't. Did those graphics actually work on that segment? Importantly, we need to be able to use what we learn to engage with customers in other ways, such as through surveys or cases or even social media. And it must all be integrated – we can't afford to perpetuate a dispersed view of the customer, where each business application only knows about a portion of the customer.

So, considering modern-day customer engagement, these are the essential capabilities and approaches that you shouldn't compromise on:

TRACK AND MAINTAIN CUSTOMER CONTEXT

Customer context is a shifting shadow, changing continuously. It includes their preferences, their history of interactions with the business (such as surveys, cases and social media mentions), activity as they've interacted with various channels (such as call centres and mobile applications), and their changing sentiment. But it's this real-time and comprehensive customer context that truly empowers the CX professional. It's the layer of information that allows the business to be truly empathetic and appropriate. At the individual level it results in a single view of every customer. Before picking up the phone to make contact with a customer, the service consultant should have access to this longitudinal view of the relationship between the customer and the business. Importantly, these customer attributes also need to be accessible to the broader CX platform so that the business can engage them personally and appropriately.

ENSURE MARKET-OF-ONE PERSONALIZATION

Customers want to be assured that they're known and understood. The first step is tracking and maintaining the customer context – an organic relationship memory. The next step is to employ this insight in all interactions. The days of one-size-fits-all communications are behind us. Customers expect to be engaged in a way that is relevant and adds value to their lives. Practically, this starts as simply as addressing customers by name. It may also mean that customers prefer content about their preferred sub-brand within the broader brand set. Taking it further, it may mean that the graphical elements of the communication speak directly to their life stage or preferences, and that offers received are based upon expressed, derived interests or derived needs.

NUDGE AND INTERVENE

Real customer experiences are messy and recursive and will never be represented by the traditional customer journey map. Customers move from one channel to the next and sometimes get stuck while trying to achieve their goals. Sometimes they get frustrated and just go away quietly. Customer journey management techniques make it possible to visualize these paths and anticipate obstacles. Based upon these insights, rules-based engagements can then be triggered to assist and educate customers, encouraging them towards their goals. A bank, for example, may need to encourage credit card applicants to activate their cards. This can happen through a series of personalized communications as they reach particular points of their journeys. Interventions may also be in the form of automated and assigned cases, requiring someone in the business to contact the customer and resolve something within an SLA period.

GO OMNI-CHANNEL

Your largest customer segment is the one that uses traditional *and* digital channels, not one or the other. Your engagement and campaigning strategies need to include all possible channels as a default. This will boost the attention that the campaign receives but will also assist in gathering information on channel preferences. As stated previously, it's important that customers are tracked and engaged as they shift from one channel to the next, sometimes using several in parallel. It's not difficult to imagine the customer who initiates her claim online, visits a physical assessment centre and then tweets about her experience before receiving a survey. Your efforts need to extend to all channels in order to remain relevant and allow for an unbroken dialogue between the customer and the business.

SIMPLICITY AND POWER

Different areas of the business have different needs when it comes to communicating with the customers. Whether it's a simple blast email to the database, or an intricate, multi-wave, multi-channel campaign, your business needs an engagement platform that will scale. Ease-of-use is important. Too many tools and applications are pushed aside due to the amount of effort involved. inQuba Engage offers a graphical, intuitive user interface and drag-and-drop environment for easy creation of communications by people at all levels of the business. Templates and branding elements can be centrally controlled and made available to all users. Importantly, your engagement tool needs to be integrated with the rest of your CX tools to ensure an unbroken view of your customers' journey.

COMMUNICATION EFFECTIVENESS THROUGH REAL-TIME INSIGHT

Rich analytics provide a view of the success of your various communications and campaigns. This may be the result of split testing where you tested the response to different creative elements. You'll also need waterfall reporting in order to determine how far in to the engagement your customers are clicking, from send to open to click, and so on. inQuba offers rich engagement analytics so that you and your team can make the best possible decisions around communications based upon real results.

inQuba Engage is your best-in-class customer engagement solution, integrated with the broader CX toolkit and developed with the user in mind.
Please contact us for any further information.

Get the white paper, product paper or schedule a free demo here.

For a view of a world class application of customer engagement in the retail context, watch our inQuba Engage video here.

INQUBA PRODUCTS

INQUBA CX	INQUBA EN	INQUBA SM	INQUBA JA	INQUBA CM
inQuba CX	inQuba Engage	inQuba Social	inQuba Journey Analytics	inQuba Case Management

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