



# Summary To A Blue Print To Customer Engagement



December, 4<sup>th</sup> 2024






# What Is Customer Engagement?

- ▶ Customer Engagement is an integrated, coordinated, and "channel-aware" approach, using data, technology and insights, to connect with customers via the channels they prefer.
- ▶ Delivering relevant content and consistent communication to drive revenue & profits.



# Customer Marketing vs Customer Engagement



			→		
			SINGLE CHANNEL	MULTICHANNEL	OMNICHANNEL
					
			Mass communications delivered...		Personalized, insight-driven communications delivered...
APPROACH	through <b>one</b> primary channel	simultaneously through <b>multiple</b> channels	seamlessly across <b>all</b> customer touch points		
	Conveys the <b>businesses</b> intended message...		Delivers a <b>complete</b> customer experience...		
RESULT	when and <b>where</b> the company wants	when and <b>where</b> customers are	that is <b>integrated</b> and <b>relevant</b> on the customer's own terms		

# Gathering complete customer information is essential

- ▶ Companies need to use data and analytics that produce a complete view of customers and interactions.
- ▶ Having an all-inclusive view of customers and their interactions is a must for customer engagement.



# Know Your Customer

- ▶ Well-defined CE strategies put the customer in the center, they are executable and measurable
- ▶ Identify your customers
- ▶ Differentiate your customers
- ▶ Interact with your customers
- ▶ Listen to your customers
- ▶ Customize your products, services and interactions with customers
- ▶ Know what metrics you want to measure





# Connect With Your Customer...What's Involved

## Do you collect data at every touchpoint?

- ▶ Integrate online/offline data
- ▶ Develop a profile of your customers
- ▶ Demographics/Firmographics
- ▶ Competitive spend
- ▶ Total spend
- ▶ Merchandise preference
- ▶ Understand seasonality
- ▶ Create custom segments
- ▶ Develop prospect models to drive acquisition programs
- ▶ Develop cross sell models to drive retention
- ▶ Analyze all data to reactivate lapsed customers
- ▶ Model "what if "scenarios



# Research Your Customer...What's Involved

**Do you understand how customers want to interact with you?**

- ▶ Tailor your customers experience based on an extensive profile of behaviors and preferences
- ▶ Know when customers are on line and what device they use so you can engage them appropriately
- ▶ Use any offline data to define your audience as part of your engagement strategies
- ▶ Geo targeting is good
- ▶ Behavioral targeting is better
- ▶ Audience targeting based on what you know about your customer is the best way to engage customers



# Engage Via Multi-Channels...What's Involved

## **Are customers engaged with your company?**

- ▶ Customers expect meaningful interactions from your company, but not all interactions are meaningful
- ▶ Create a multi channel contact plan
- ▶ Drive measurable behaviors that are linked to value
- ▶ Leverage digital channels, social and mobile to drive customers to your website and channel partners
- ▶ Personalize ads regardless of online touch point (display, video, mobile)
- ▶ Studies have shown engaged customers are more loyal and more profitable








# Measure Results...What's Involved

Can you measure all of your customer touchpoints?

- ▶ Understand the financial impact of each interaction and develop a customer engagement score
- ▶ Point of Sale
- ▶ Web
- ▶ Mobile
- ▶ Social
- ▶ Referrals
- ▶ Frequency
- ▶ Lapsed customers
- ▶ New customers acquired
- ▶ Customer satisfaction
- ▶ Measure the impact of online and physical store conversions
- ▶ Quantify the ROI in terms of sales , profits and customer growth
- ▶ You can't look at one channel, you need to look at them all.



# Measure Results...Engagement Exercise

			
Exercise	Customers	Channels	Products
<b>Focus</b> What is working			
<b>Diminish</b> What is not working			
<b>Extend</b> What can be modified to enhance current programs			
<b>Innovate</b> What could work?			

# Optimize Results & Repeat...What's involved

**What customer touchpoints do you need to emphasize or de-emphasize?**

- ▶ Apply what you have learned regarding what is relevant to your customers
- ▶ Refine personalized engagement strategies based on ROI goals of the business
- ▶ Improve meaningful interactions by customizing content at the appropriate time via the appropriate device/channel



# Engagement Benefits for the Marketer

- Operationalize your data and marketing programs for all channels.
- You and or your channel partners can connect with your customer targets in a consistent and profitable manner.
- Deliver relevant content and consistent communication to drive revenue.
- Give customers/targets a better shopping experience and improve loyalty across all channels.
- Retain and grow more valuable customers at a lower cost.
- Acquire more profitable customers
- Grow your market share while maintaining gross margins.
- Provide a seamless customer experience across all channels that customers desire.



# Engagement Checklist

- Have you defined and quantified your marketing business goals?
- Do company tools help to understand the customer and deliver the expected level of engagement?
- Do you have a data collection strategy?
- Can you attribute the majority of transactions to a customer record?
- Do you have a customer segmentation?
- Are you getting actionable insights from your data?
- Do you have a 360-degree view of the customer?
- Can you track customers from first interaction all the way through the entire customer lifecycle?
- Do you understand how your customers want to interact with you?
- What channels do they use? Would they use?
- Do you have a customer feedback loop?
- Do you know your customer preferences? What types of offers do they want from you?
- How are you relevant to your customers?
- Are you able to tailor offers to individual customers?
- Can you personalize the experience based on a customer profile?
- What metrics have you established to measure engagement and ROI?





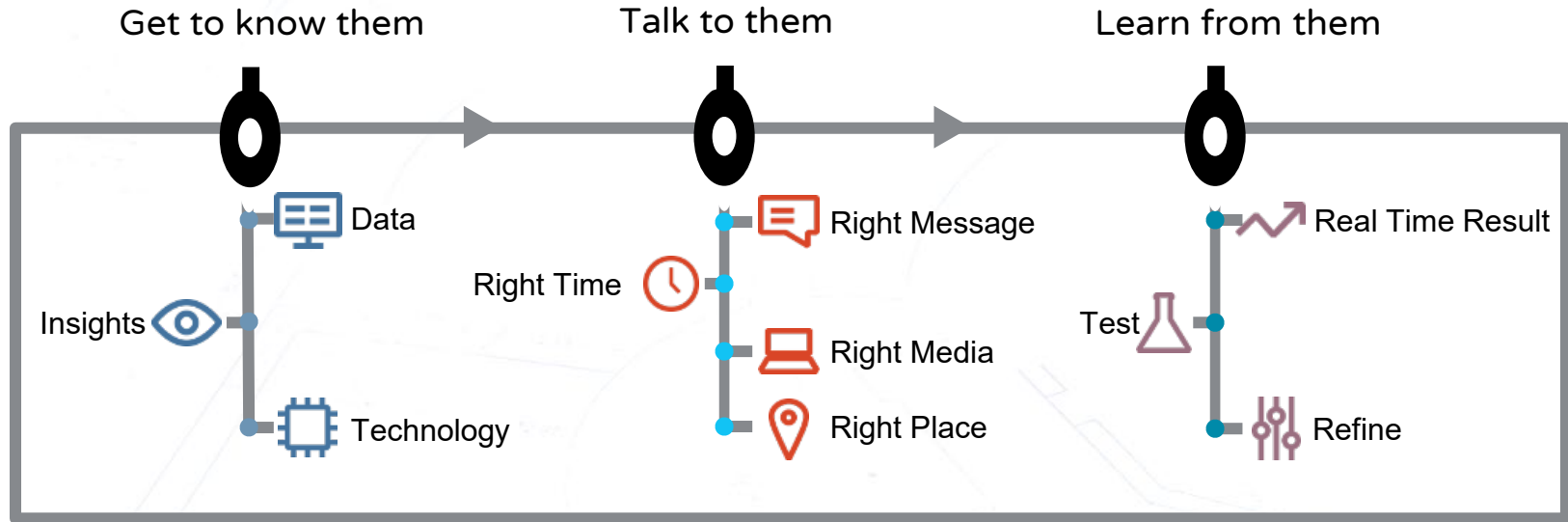
# Things To Think About...

- What can you do to give the customer a harmonious experience?
- How will you engage with the customer over the lifetime?
- Customer Engagement for your company is about?
- What is your point of difference?



# Summary

Use all data, insights, technology and creativity to connect with your customers in the moments that matter, with content that is relevant to them.





**To learn more, or have a confidential  
no obligation call about your  
Marketing Strategy,  
contact me at: 216-408-9306**

**[Leary.Jack@Impact180Group.com](mailto:Leary.Jack@Impact180Group.com)**

