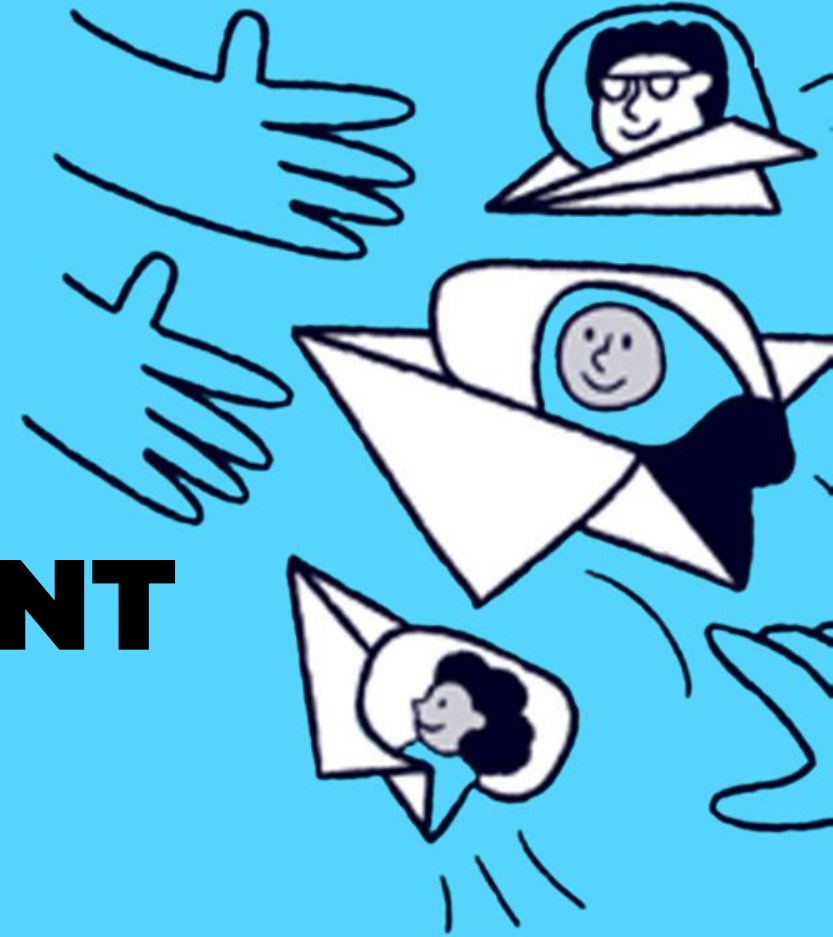




CUSTOMER ENGAGEMENT MODEL



INTRODUCTION

Customer engagement is A critical function for any enterprise and is required for taking the business to A new level. It defines the relationship between your clients and your company. With increasing consumer awareness, the businesses are now required to be more proactive in engaging their customers. Engaging with customers in a two-way dialogue, connecting online and offline channels within an analytics framework, and fully recognizing the value of each individual customer is the way of the future.



STRATEGIES TO ELEVATE CUSTOMER ENGAGEMENT

Customer Engagement Is All About Creating New Ways To Remain In Touch With Your Client Base. This May Require Creative Thinking And Substantial Investment In Resources. However, Properly Designed Customer Engagement Strategies Can Provide A Substantial Boost To Your Top Line Growth

- Boost productivity across your business with smart service data
- Collaborate across teams to answer every customer question
- Personalize the experience
- Make the entire team work



How may I assist you?

BOOST PRODUCTIVITY ACROSS YOUR BUSINESS WITH SMART SERVICE DATA

The data connection goes both ways. Just like service agents can use sales data to better inform customer interactions, other departments can use service data to drive higher customer engagement. For instance, if sales agents had customer insight, including customer satisfaction scores and information about open cases, they'd know when and how to engage with each customer. If all customer engagement is informed by smart service data, you'll see customer satisfaction scores soar.



COLLABORATE ACROSS TEAMS TO ANSWER EVERY CUSTOMER QUESTION

A customer experience has many touch points — and they're not always smooth. This is a frustrating experience, but it doesn't have to be. To foster a more seamless customer connection, you should get your entire company on board a single internal platform where everyone can swap data and chat in real time about any account, opportunity, or contact record. The goal is that when a customer calls in, your service team has the entire company — and all its customer records — at its disposal. All this easily accessible information and instant communication means your company can now be proactive, reaching out to IT about the latest bugs, alerting sales about a potential new lead, or checking in with operations on logistics. This will solve customer issues faster



PERSONALIZE THE EXPERIENCE

Personalized interactions help businesses build more A sustainable relationship with their clients. While it is vital to understand the entire market, it is equally important to strive and provide A unique experience to individual customers as well. You can do this by adding more dynamic content to your messages. A personalized customer experience has the opposite effect. It helps improve customer relationships by making customers feel like you understand their wants and needs and what's important to them.



MAKE THE ENTIRE TEAM WORK

Customer engagement is not A task that can be solely entrusted to your marketing team. In fact, for providing A holistic entire team. The team may include people from diverse experience to your customers, it is advisable to engage your departments including customer care section. Good customer service starts with the team that is behind it. If the culture is healthy, other factors such as outstanding customer service and the building of a long-term brand will happen naturally.

