

3 WAYS TO BETTER CONNECT WITH CUSTOMERS AND DRIVE GROWTH

Many companies are not really as customer-centric as they think. Just compare the frontrunners in customer engagement with the rest of the pack. Leaders are:

4X

more likely to experience growth of more than 10%

3X

more likely to be in the top 25% of Net Promoter Scores

3X

more likely to see high acquisition rates

DO YOU WANT TO SEE RESULTS LIKE THESE? CUSTOMER ENGAGEMENT LEADERS HAVE THESE THREE BEHAVIORS IN COMMON:

REAL-TIME AND RELEVANT

LEADERS

The Data: Leaders think about business results (they are 25% more likely to measure customer retention). Followers think about tactics (they rate outbound communications as the top way to engage customers).

55%

Rank transparency as a top feature of a successful customer engagement

50%

Say real-time engagement is a key factor to customer engagement success

1

The Takeaway: To excel at customer engagement, you must be singularly focused on the business results. Leading companies are revenue- and long-term-oriented, and inject transparency and real-time interactions for meaningful engagement.

BUILD A NIMBLE ORGANIZATION WITH VISIONARY LEADERSHIP

2

The Data: In the past 12 months, 88% of leading companies (vs. 69% of followers) created a position responsible for engagement, and 56% (vs. 42%) reorganized to get rid of silos.

88%

The Takeaway: Engagement has to start with senior leadership. Have an executive who is responsible and accountable for the customer experience and makes engagement a company-wide effort. Remove silos and make sure all employees understand how and why engagement matters.

MAKE CHANNELS IRRELEVANT

3

The Data: 89% of leading companies consider omni-channel tools the most effective for customer engagement, while followers are more likely to expand their channels.

89%

The Takeaway: Customers want to seamlessly engage with brands and expect exceptional experiences across channels. Refocus the interaction on the customer, not the channels.

These steps can help you lead in customer engagement, but remember, customer engagement is not a one-off endeavor. Your company must be trusted, relevant, and proactive to keep customers engaged and coming back.