

DEFINING CUSTOMER ENGAGEMENT

is about becoming a regular and consistently positive presence in your customer's orbit



STEP 1 - CULTIVATE TRUST

Customers who trust you have friends they can send your way.



trust a recommendation from a friend



trust a company or brand website



trust the company itself



STEP 2 - COMMUNICATE OFTEN

Be approachable. Be where your customers are.



of consumers expect brands to offer multiple communication options and flexible timing for customer service.



feel companies with only a toll-free number option seem outdated.



said mobile apps are an important customer service option, and would switch brands based on such availability.

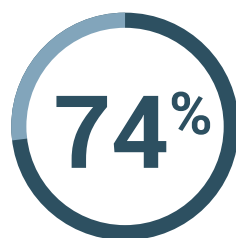


of consumers would likely switch companies for more options.

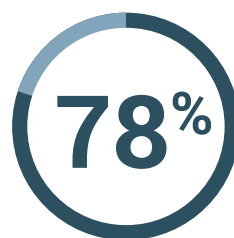


STEP 3 - BUILD A DIGITAL REPUTATION

Social media matters.



of consumers rely on social networks to guide purchase decisions.



of respondents said the posts by companies they follow on social media impact their purchases.



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STEP 4 - BE ACCESSIBLE

Consumers average 2.5 hrs a day in the digital mobile space.



of this time is spent on the mobile web (21 minutes).



of this time is spent inside apps (2 hours and 7 minutes).



STEP 5 - PAY ATTENTION

Listen Carefully. Respond Appropriately.

32% of consumers have no idea companies are listening to what they say on social media.



40% think that brands listening online is eavesdropping despite the public nature of "social" media.



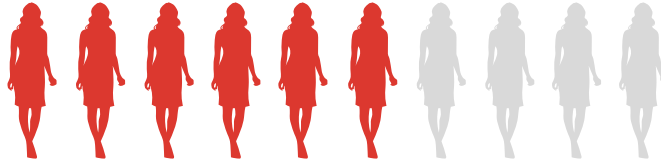
50% say companies should listen to improve products.



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60% want companies to respond to complaints.



60%

BEFORE SPEAKING



LISTEN:

Understand what is being said - align response appropriately.



LISTEN:

Determine the context - venting to a friend or seeking help?



TALK:

Engage in appropriate conversation - public or private, online or offline, in a timely manner.

A TYPICAL AMERICAN WILL MENTION BRANDS **60 TIMES** PER WEEK



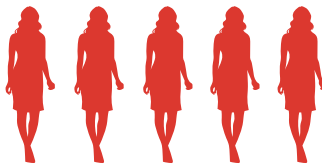
66% Positive mentions

8% Negative mentions

26% Mixed mentions

ADVOCATES ARE CUSTOMERS WHO HAVE HAD GREAT EXPERIENCES.

5X



Five times more valuable than average customer.

2X



Spend twice as much as average customers.

3X



Three times the Advocacy Value of average customers.

