



KEEPING CUSTOMERS ENGAGED
TODAY AND TOMORROW 

THE COMMUNICATIONS REVOLUTION

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Interact. Empower. **SCALE.**



As era of social customer ends.



AN ERA OF

DIGITAL TRANSFORMATION

BEGINS

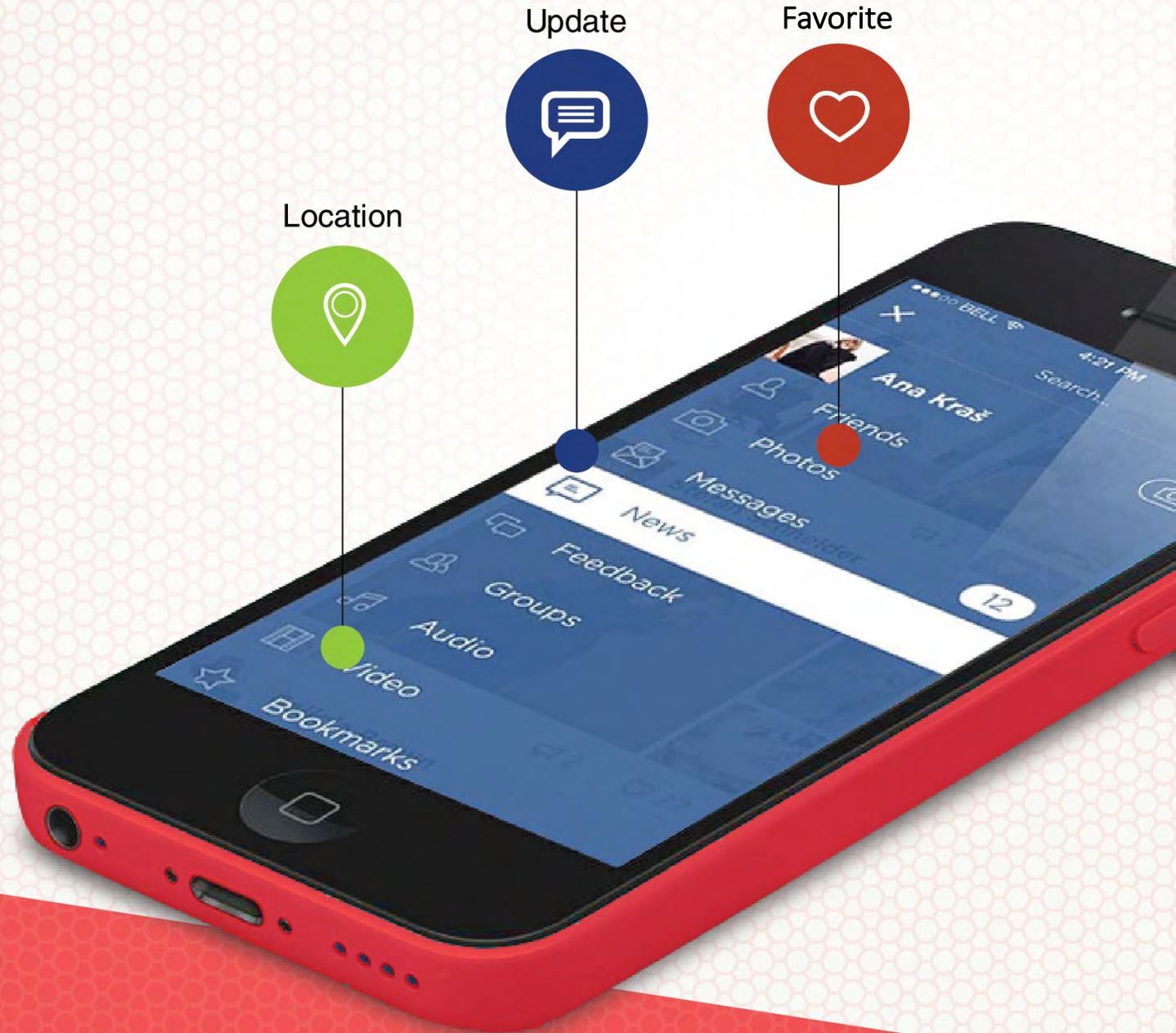
DIGITAL COMMUNICATIONS REVOLUTION

Impacts all institutions.
Business among them.



INFORMATION IS TRANSFORMED

How we create, distribute, consume information has been irrevocably changed





THE DIGITAL CUSTOMER



Savvy using digital channels & apps on multiple devices

Trust is different.
82% find peers most trusted source
[Edelman 2014 Trust Barometer]

Communicates with peers
("person like me")

Controls the conversation

Communicates anytime,
anywhere

Omnichannel Mobile. Local.

Expects immediate response. Or nearly so.

Expects information available instantly when searching

Wants to deal with humanized company

Self-interested when it comes to their interactions

WHO IS THE DIGITAL CUSTOMER?

81% of customers say it's difficult to communicate w/businesses.

34% of businesses think that they have that problem.

94% of businesses think their customers are satisfied w/their communications.

96% of customers aren't.

79% of customers say that fast response times contribute to a positive experience... yet 89% of those customers say that businesses don't do it.

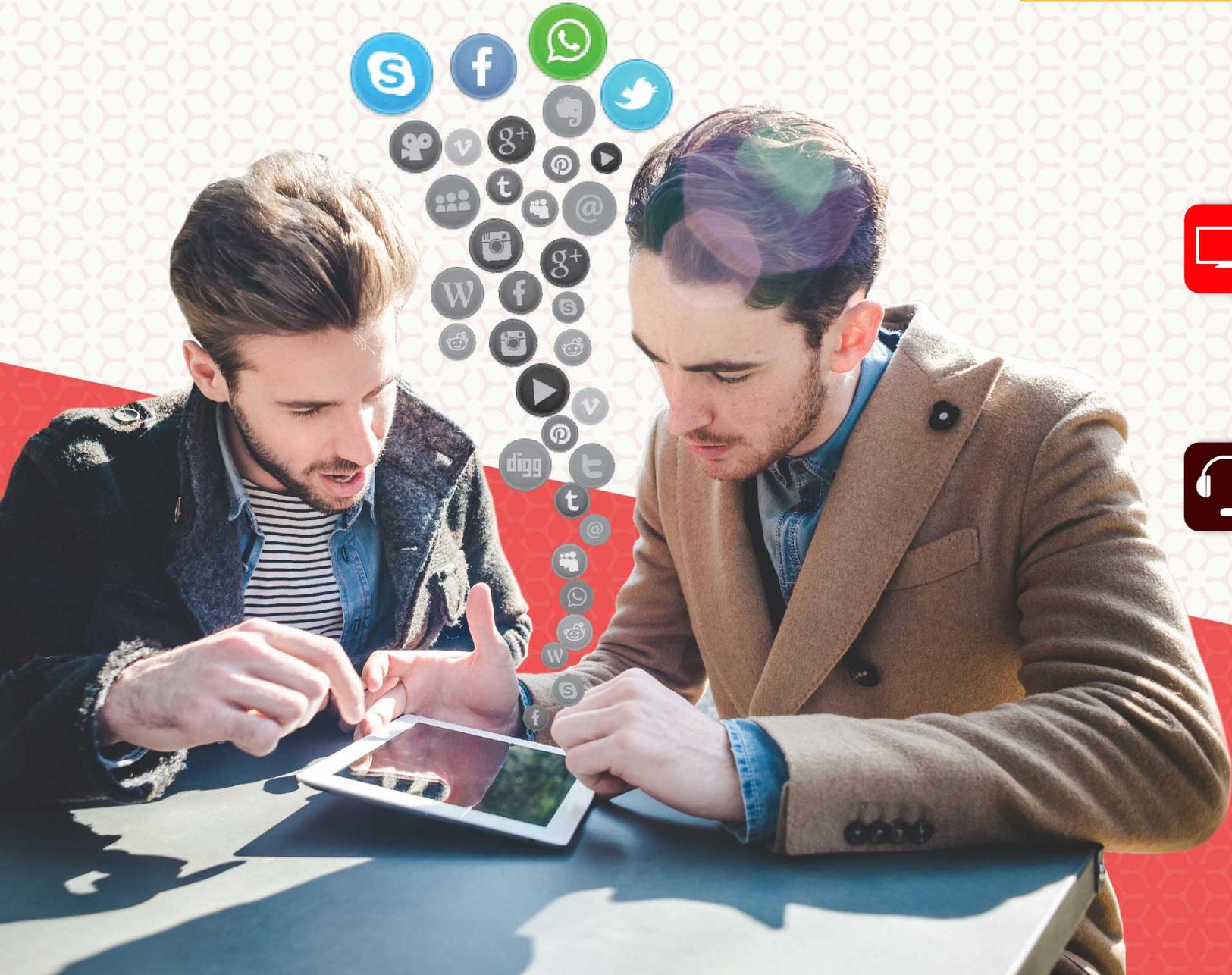
THE DIGITAL CUSTOMER HAS A PROBLEM – WITH YOUR BUSINESS

55% of customers say that being able to communicate on preferred channels contribute to positive experience...only 27% of companies have an omnichannel strategy in place.

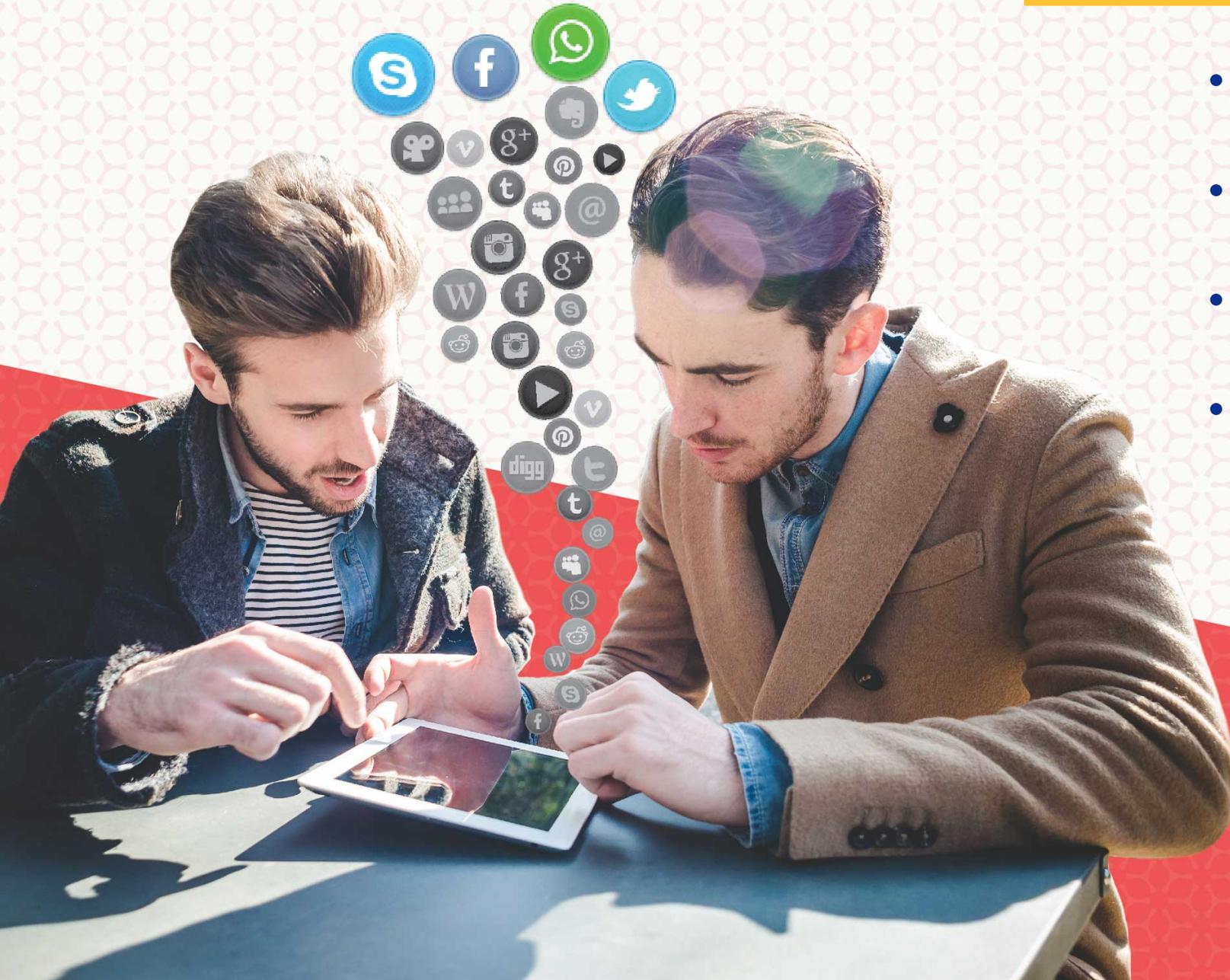
51% of businesses said bad communication led to negative reviews... yet a good communication experience leads to a 50% lower likelihood that a negative review will be posted.

Source: Twilio/Lawless Research "Bridging the Communication Divide: Consumer Communications Report 2017"

MULTICHANNEL



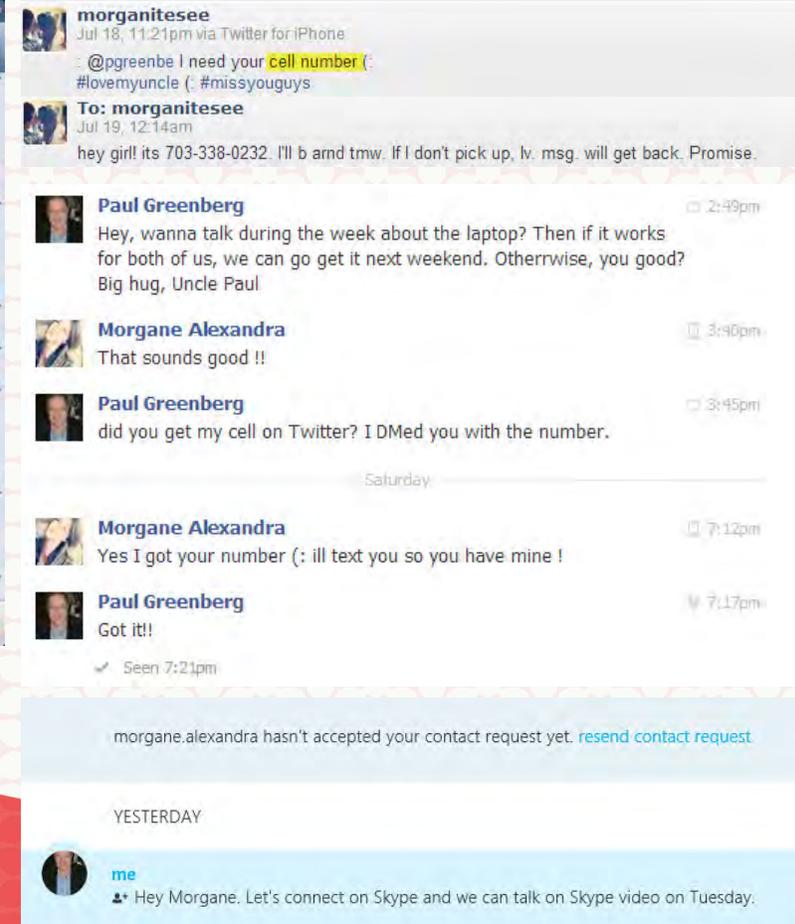
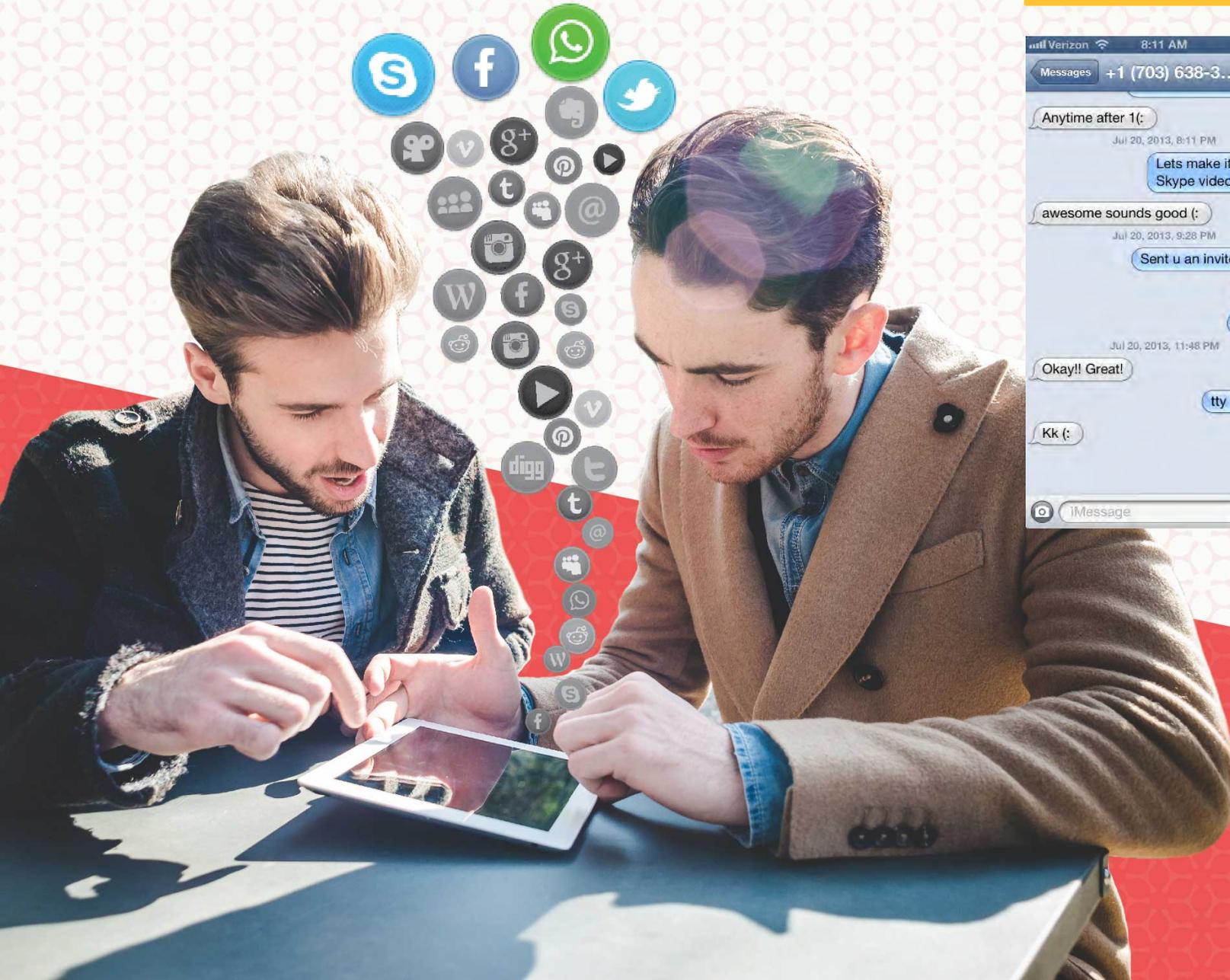
OMNICHANNEL



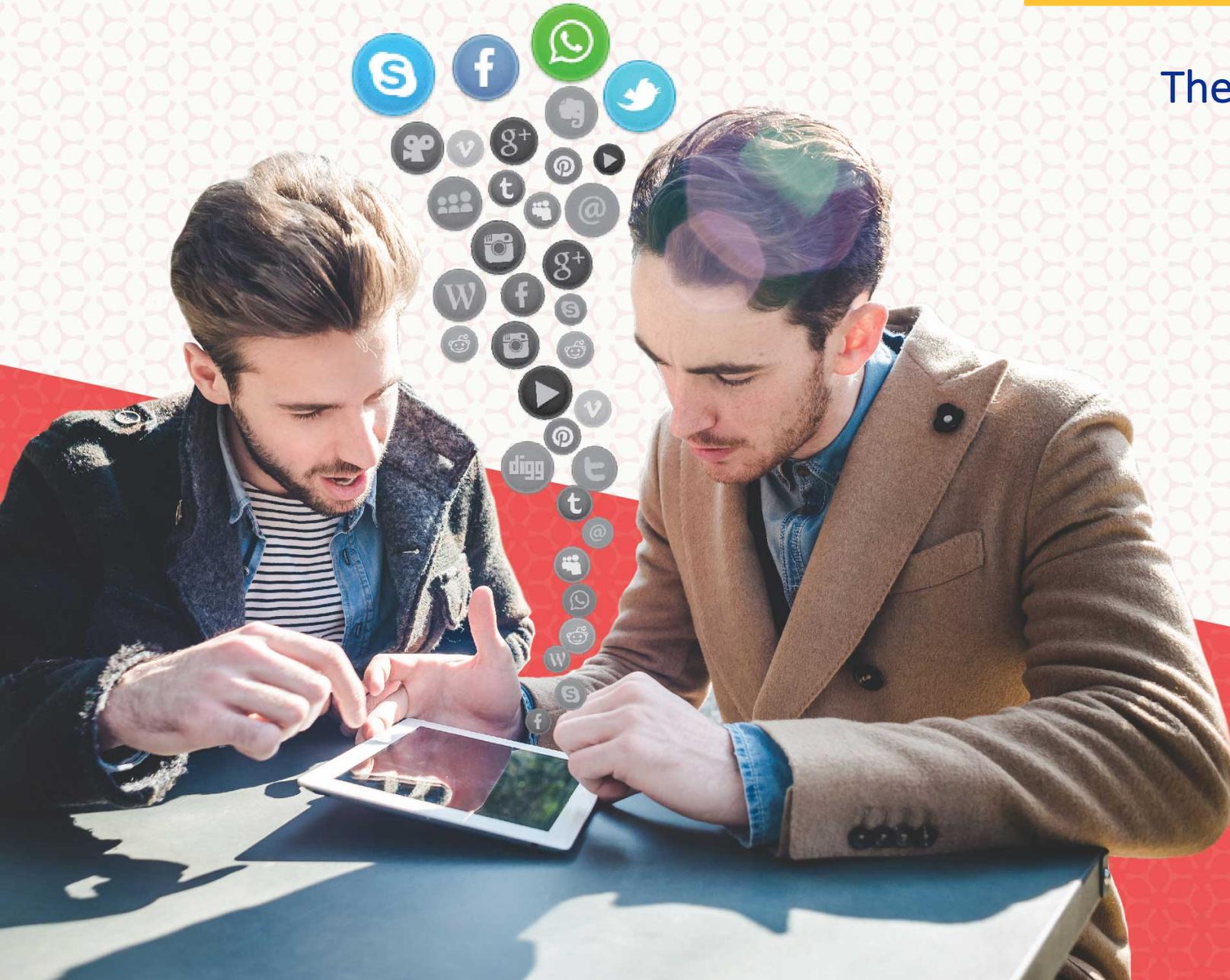
- **2002** – Consumer averaged two touch-points when buying an item
- **Only 7%** regularly used more than four.
- **2017** - Consumer averages almost six touch-points
- **Nearly 50%** regularly use more than four.

(Source: Marketing Week)

OMNICHANNEL



OMNICHANNEL



The Value

- Companies that orchestrated multiple channels well were 2X more successful at reducing customer churn than those who didn't. (Aberdeen)
- Strong omnichannel = 9.5% increase YOY in revenue; weak = 3.4% YOY (Aberdeen)
- Omnichannel shoppers 30% higher CLV than 1 channel (Google)

CUSTOMER COMMUNICATIONS MANAGEMENT – WHERE IS IT?

CCM MARKET – WHERE IS IT?

01

Mature, stable,
reliable technology
and systems

02

Billion dollar market

03

Aligned with changes
– transformed from
print to digital
documents and the
delivery channels
associated with that
digital transformation

What was CCM...Then?

“The CCM market's origins lie in the convergence of document generation/composition and output management technologies. Traditionally, organizations used these applications to broadcast static, mainly print output to customers...”

(Source: Gartner Group, CCM Magic Quadrant, 2017)

What is CCM...Now?

"...Today's CCM market embraces a more dynamic, interactive model: CCM applications create personalized, on-demand communications via multiple channels, often based on the recipient's preferences rather than the sender's."

(Source: Gartner Group, CCM Magic Quadrant, 2017)

CCM – IN THE CONTEXT OF CUSTOMER INTERACTIONS

CCM	Independent but becoming part of a much larger customer engagement matrix – both as a strategy and as a technology/system.
Context	is the creation, distribution and consumption of content in an omnichannel environment.
Power	is its ability to not only provide valuable content in a secure and private environment but...
Provides	highly personalized responses to individual customer need.

CCM...In Sum...and Beyond

- ▶ So then...
 - ▶ Mature independent industry
 - ▶ In parallel with CRM and ecommerce, equally as mature, becoming part of a larger ecosystem around omnichannel customer engagement.

CUSTOMER INTERACTIONS & ENGAGEMENT

“Customer engagement is the ongoing interactions between company and customer; offered by the company, chosen by the customer”

A NEW ERA FOR CUSTOMERS

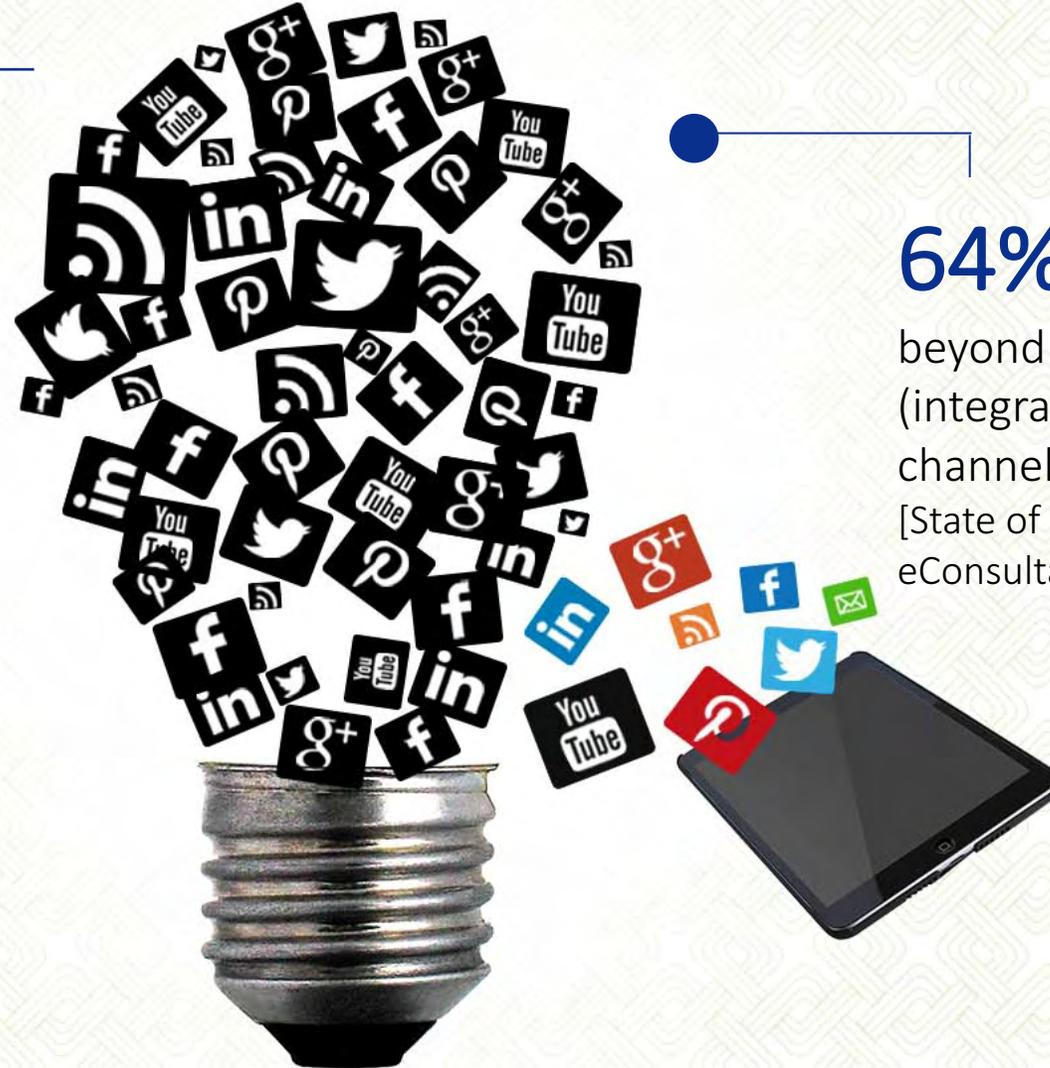
Moved from social to digital customer.

Beyond experimentation

in social media to fully integrated omnichannel perspective.

Customer engagement

is the primary reason that companies are undertaking digital initiatives (69%)
[McKinsey, 2014]



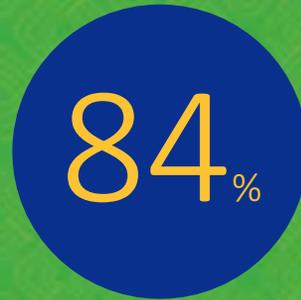
64% of companies are beyond experimental stage (integrated channels, multi-channel, cross-channel)
[State of Social 2011, eConsultancy]

In a survey of a large technology vendor's customers...



OF RESPONDENTS SAID CUSTOMER ENGAGEMENT IS A TOP PRIORITY

&



BELIEVED CUSTOMER ENGAGEMENT WOULD OVERTAKE PRODUCTIVITY AS THEIR COMPANY'S PRIMARY DRIVER OF GROWTH.

CUSTOMER ENGAGEMENT A MAJOR CONCERN

Source: *Bluewolf Consulting*





PREMIUM FOR FULLY ENGAGED CUSTOMERS IN SHARE OF WALLET, PROFITABILITY, REVENUE, RELATIONSHIP GROWTH



MORE REVENUE/YEAR FOR RETAIL BANKS' FULLY ENGAGED CUSTOMERS OVER DISENGAGED



INCREASE IN PERFORMANCE-RELATED BUSINESS OUTCOMES FOR COS. THAT ENGAGE EMPLOYEES AND CUSTOMERS



DISCOUNT FOR FULLY DISENGAGED CUSTOMERS



[State of the American Consumer, 2014, Gallup Org]

CUSTOMER ENGAGEMENT IS NOT...



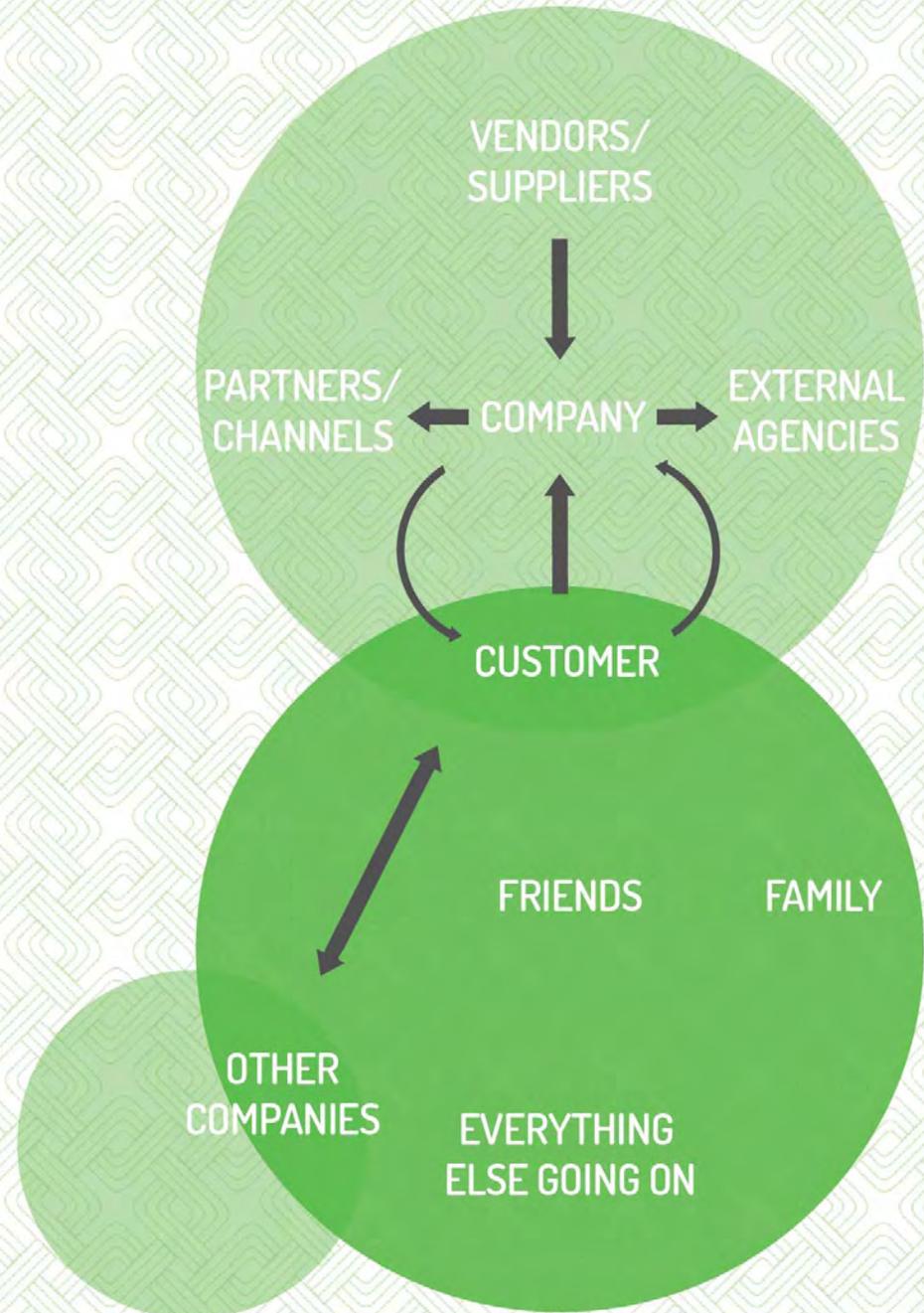
WHAT IS CUSTOMER ENGAGEMENT?

Proactive involvement.

[Peppers & Rogers]

(Online engagement) is an estimate of the degree and depth of visitor interaction on the site against a clearly defined set of goals.

[Eric Peterson]



WHAT IS CUSTOMER ENGAGEMENT?

The ongoing interactions

between company and customer, offered by the company, chosen by the customer.

Engagement levels vary

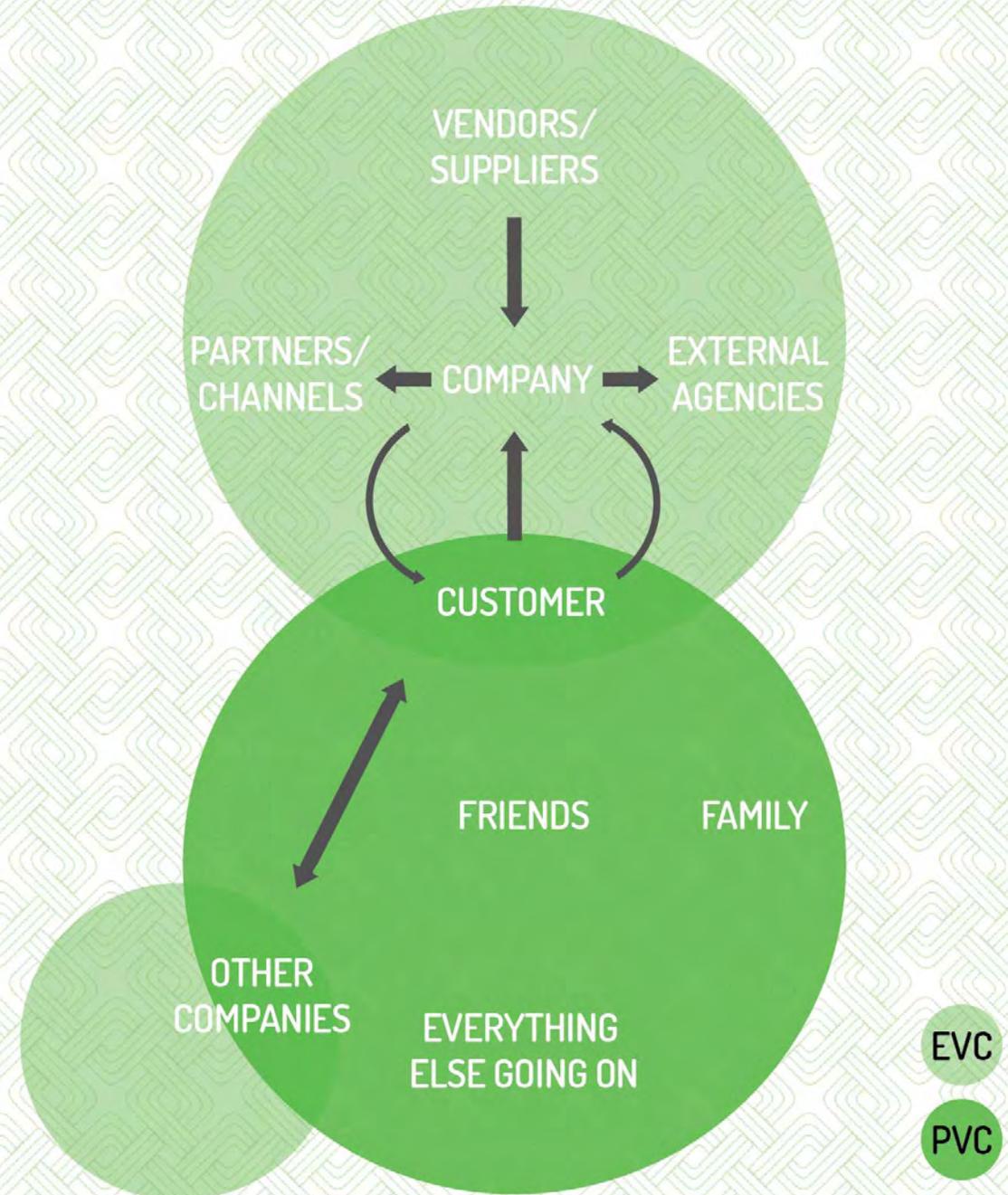
- Casual to intense.
- Infrequent to frequent.
- Changes moment to moment.

Customers choose

channels they engage in.

Customer Experience

& engagement are symbiotic



WHAT IS CUSTOMER ENGAGEMENT?

But remember engagement isn't only determined by immediate interaction.

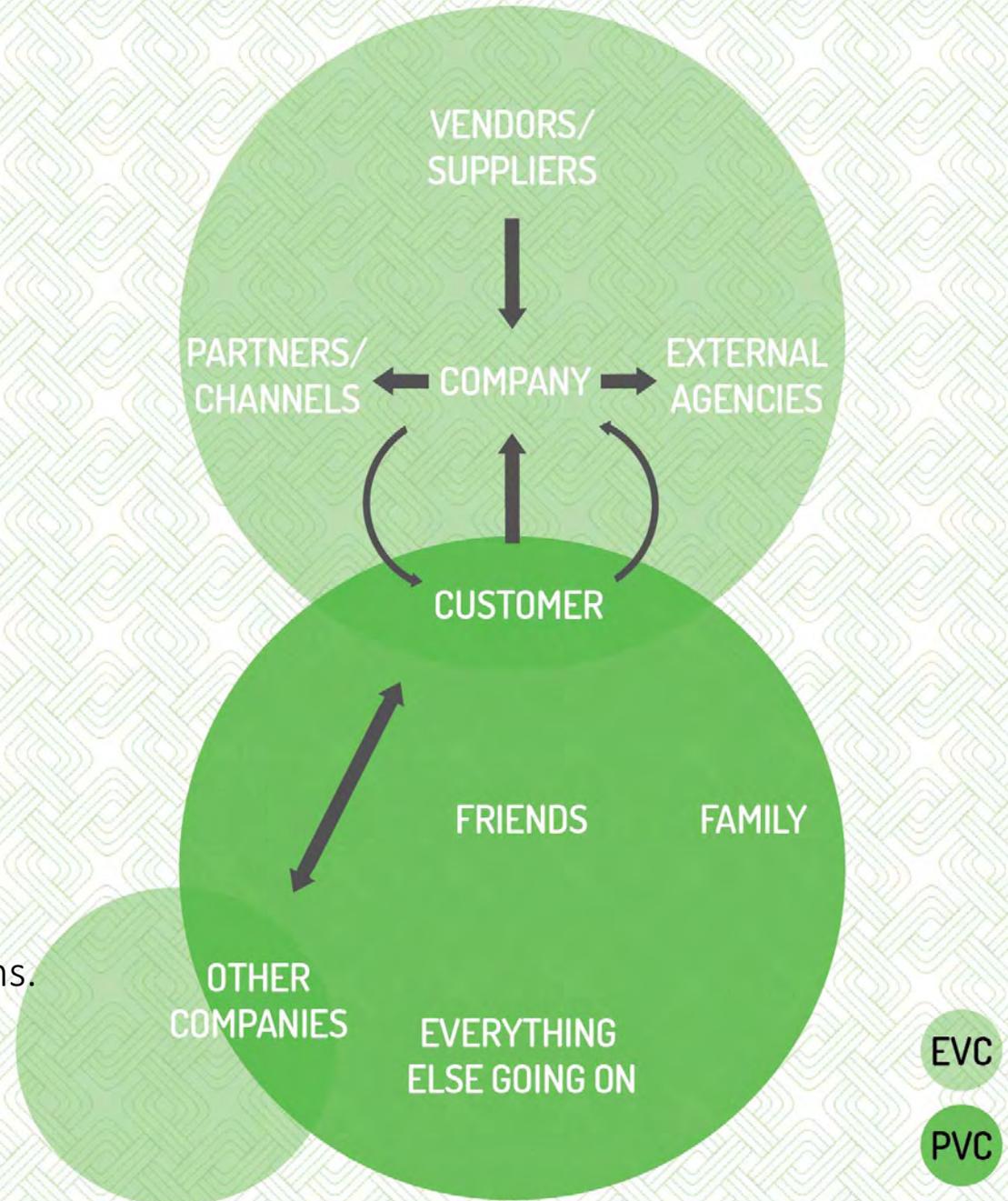
Other factors impact interaction.

Company has enterprise value chain.

- Vendors/Suppliers
- Partners
- External agencies
- Employees
- Customers

Customers have personal value chain that impacts interactions.

- Customer analytics important.
- More important, making sure that things work right.



ERA OF CUSTOMER ENGAGEMENT

CUSTOMERS SELF-SELECTS

Customer has products, services, tools and consumable experiences to sculpt the kind of experience and the level of engagement they want to have with companies.

THEY LOOK FOR HIGHLY PERSONALIZED INTERACTIONS.

They want to feel valued.

They want to know that you “know” them w/o talking to someone necessarily.



I think

Radiohead sucks!

Congrats, Paul!

You checked-in to There's One in Every Crowd and unlocked the [Radiohead sticker!](#)



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BAD CUSTOMER ENGAGEMENT

Bad use of gamification by GetGlue.

THE **COMPANY SIDE**
OF THE ENGAGEMENT
STORY



COMPANY CONCERNS



EXPERIENCE

Making UI/UX seamless, thinking omnichannel or channeless or device.



EXPECTATIONS

Recognizing the customer will be expecting the best results s/he had in all channels.



COSTS

Knowing costs of trying to provide all that a customer wants is incredibly high. So being willing to not provide everything.



PRIORITIES

How to optimize offerings to meet the needs of a commonwealth of self-interest w/budget limits.



KNOWLEDGE

What is it that we need to know about the customer (or groups) that helps us make those decisions?

- . Transactional
- . Unstructured



EXPECTATIONS

Plan on how to meet customer expectations, if reasonable. Make it good enough – not delightful all the time. “Keeping the ordinary, ordinary.”



KNOWING THE CUSTOMERS

Get feedback from customers, know their journeys, customer advisory boards



RELATIONSHIP

Treat customer as a partner, not a client. Involve customer as extension of company



CULTURE

Build a culture based on empathy, trust, believability, and respect. It pays.



VALUE

Recognize customers and your idea of value are not the same.



RESOURCES

Allow customers to sculpt their relationship with you. Become co-creators, data source, etc.

COMPANY PREPARATION





OMNICHANNEL

Build the multiple channels that people communicate with, not based on a guess of which one works



CONTENT

Focus on personalized content creation, delivery, link to content marketing, collaboration, mobile interaction



BUSINESS OPERATIONS

Customer success management, organized end-to-end processes, systems



CULTURE

Build a culture based on empathy, trust, believability, and respect. It pays.



STRATEGY/PROGRAMS

Design strategy & programs around what you know customers are looking for, not what you think they might be.

COMPANY EXECUTION



SYSTEMS OF RECORD



Record transactions



Automate
operational processes



Capture data



Analyze data

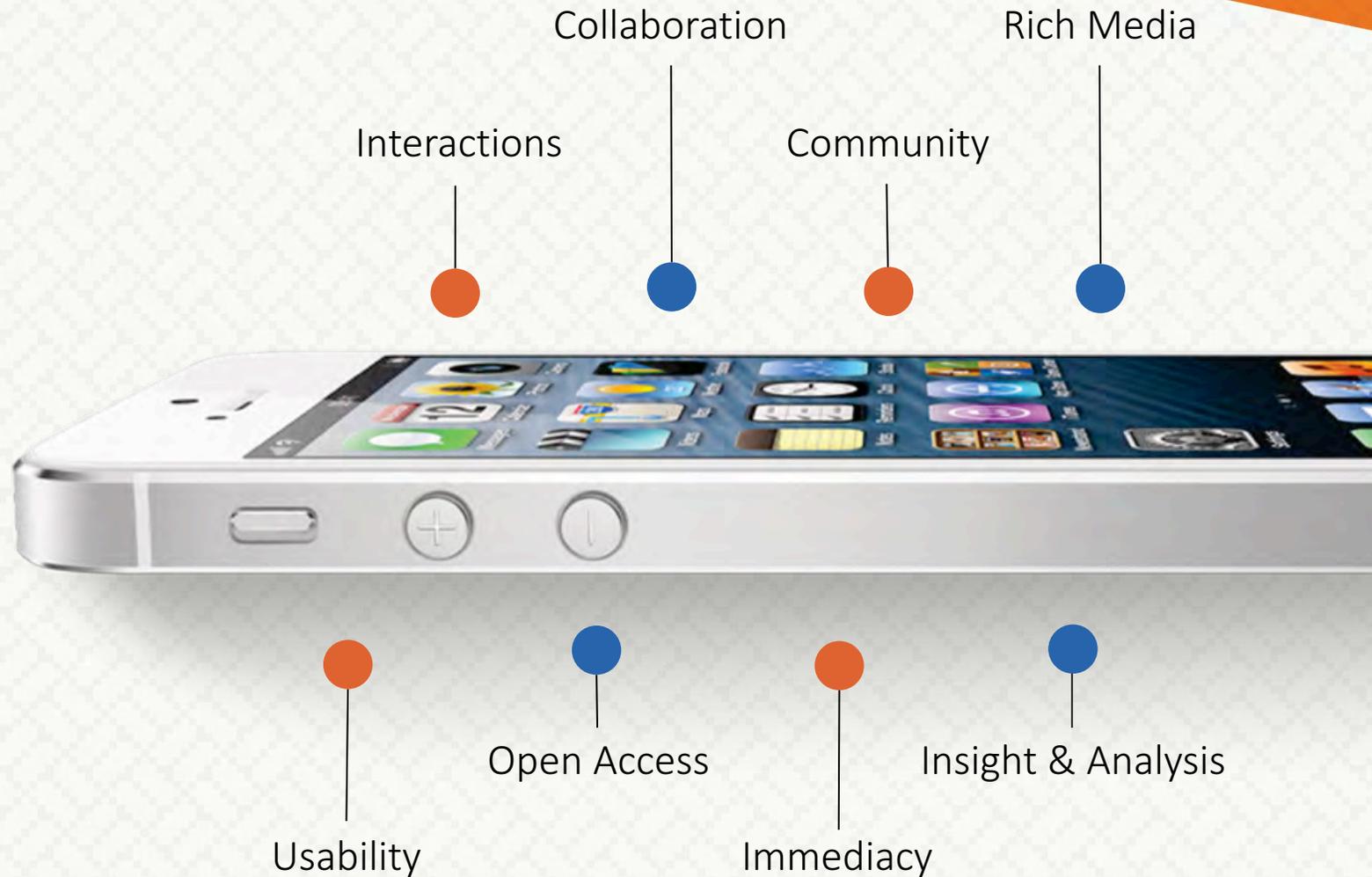


Scale
appropriately

SYSTEMS OF ENGAGEMENT

Integrate with systems of record.

Systems that encourage customer involvement with company at level that customer chooses.



IN SUMMARY

IN SUMMARY

COMMUNICATIONS REVOLUTION

The communications revolution has transformed business.

ENGAGEMENT AT THE READY

Customer engagement is at the center of customer facing programs and strategies.

DIGITAL CUSTOMER

We have a different kind of customer - a digital customer - but s/he is still a customer.

EXPERIENCE AND PARTNERS

Our customers should be subjects of an experience and partners, rather than objects of a sale and clients.

IN SUMMARY

OMNICHANNEL STRATEGY

In order to acquire and retain customers, we need to have a omnichannel strategy - with selected channels.

GOLDEN RULE

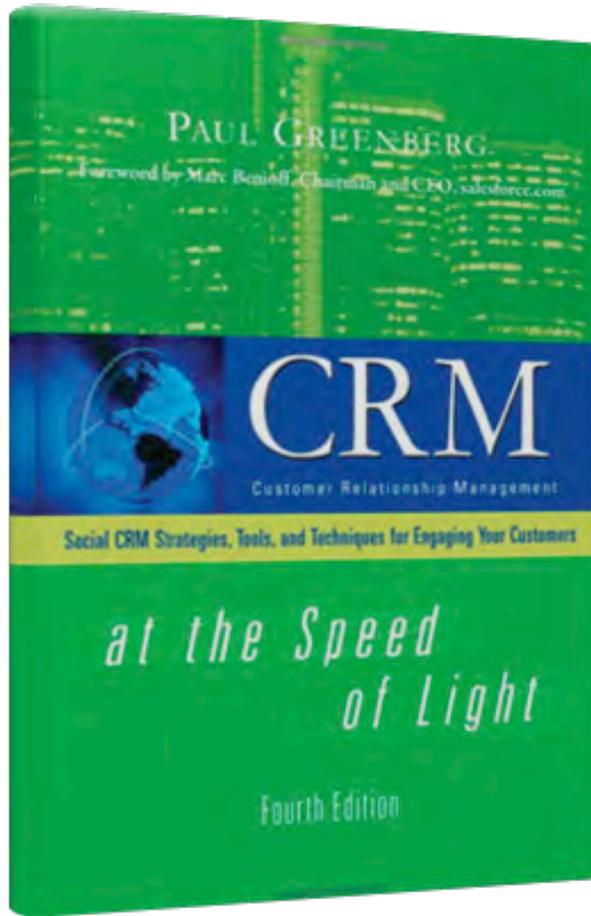
The key is to provide the products, services, tools and consumable experiences that the customer needs to sculpt their own relationship with you.

SYSTEMS OF ENGAGEMENT

To do so, since we have transformed how we communicate, we need to enhance our current systems of record with systems of engagement.

ENSURE YOU HAVE OPTIONS

Choose CCM solutions that allow you to leverage your infrastructure's ecosystem



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