

How to Engage Customers Through Technology

Strategies for turning the customer journey into a 'win-win' proposition

Contents

- 2 Innovative 'engagement-boosting' strategies
 - 4 'Disruptive' as a positive
 - 5 About the author
-

Engaged customers are far more willing to use a company's products and services repeatedly. They respond to up-selling and cross-selling most often. They generate more revenue. They are loyal and more forgiving. And they routinely provide valuable feedback regarding how a business can improve its products, services and the overall customer experiences.

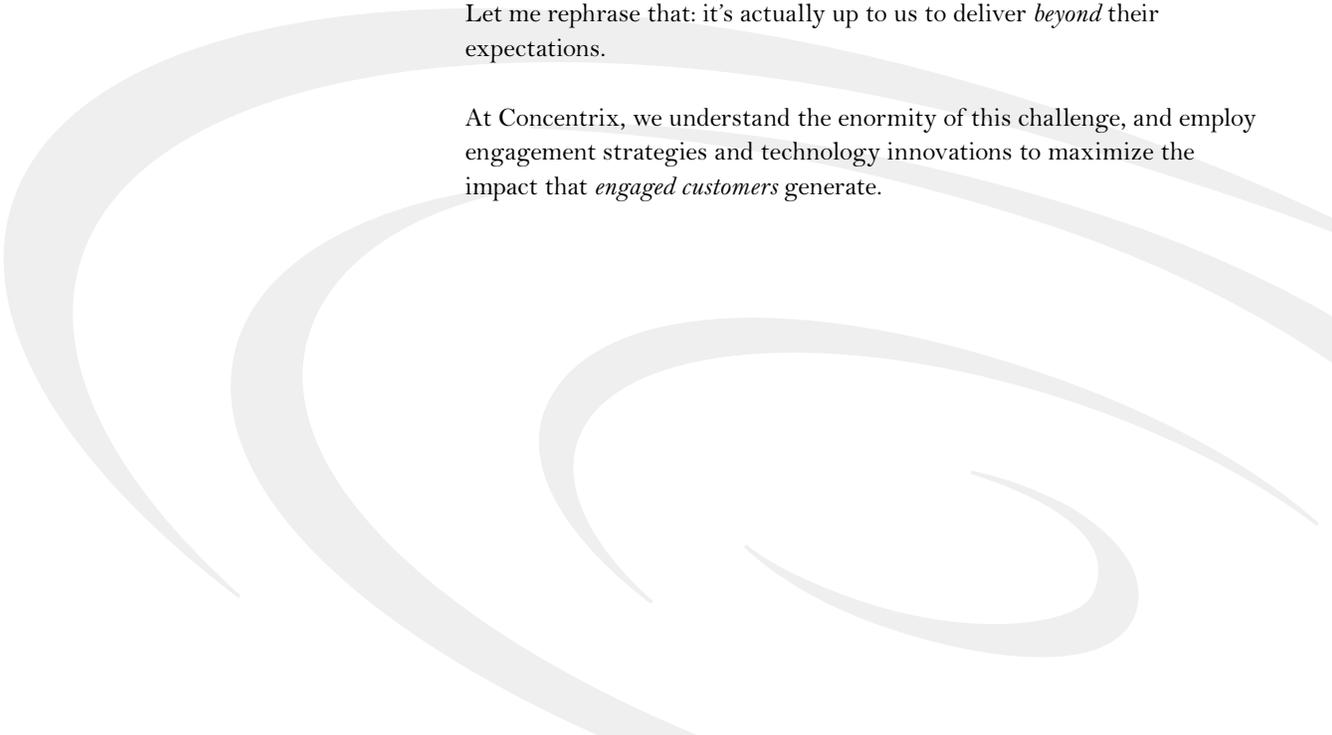
Engaged customers become brand advocates who can oftentimes create positive viral marketing for a brand. They are critical to the growth of any business—particularly in today's digital age.

Bottom line: *engaged customers impact business.*

Today's technologically savvy customers are engaging with brands across multiple channels, and they demand a consistent experience. Because they're providing us with important information about their needs and purchase history, they presume that we know what they want. It's up to smart, customer-centric businesses to deliver on their expectations.

Let me rephrase that: it's actually up to us to deliver *beyond* their expectations.

At Concentrix, we understand the enormity of this challenge, and employ engagement strategies and technology innovations to maximize the impact that *engaged customers* generate.



Innovative ‘engagement-boosting’ strategies

To delight today’s customers and boost customer engagement, we must tie together disparate pieces of information that tell a story. We must use that information to predict what our customers will want. We must interact with our customers in the manner they choose, and we must understand how one interaction and transaction affects the next. And, perhaps most important of all, we must invest wisely in technology to achieve all of these critical objectives.

Technology innovations—such as social media, data management platforms, predictive analytics and voice of the customer applications—enable us to look holistically at a customer. Now we can serve and engage customers across multiple digital channels, including mobile, social, phone, chat and email. This helps us to realize the highest value from every customer interaction. Technology innovations enable us to support the lifecycle of our customers, improve customer engagement and, ultimately, assist us in producing greater returns and improving business outcomes.

The most successful companies are hyper-focused on fine-tuning their customer engagement strategies and leverage innovative technology to help execute those strategies.

Following are five strategies to accelerate your customer engagement, along with several technology innovations for consideration:

Organizations that send **meaningful content** via means that a customer requests **build engagement—and trust.**

Capture every ounce of data and perform the analysis that delivers actionable insights.

Customers are happy to provide information, as long as it’s an easy process and improves their experience. Connecting the dots, conducting analyses and storing information in one place are all critical components that can be achieved through technology. Data analytics are essential to building an effective database. New technology tools, such as predictive analytics, are capable of accurately predicting trends in customer response and behavior. Applications such as Concentrix’ Next Best Action platform enable the presentation of the “next relevant offer” to the customer immediately. Centralized customer management systems are critical to store the analyzed information, and customer interactions become fertile ground for mining extremely valuable information with which to fine-tune your customer engagements. All of these applications can transform a business.

Understand the voice of the customer.

In order to gain a true understanding of what your customer is telling you, it’s important to solicit customer feedback through multiple mechanisms, such as customer councils, online surveys, social media and voice analytics. For example, Concentrix uses text and speech analytics technology to measure levels of sentiment during calls, emails and social media. This platform provides critical insights through both structured and non-structured data, allowing us to understand—holistically—what customers are saying. These key learnings are then fed through predictive analytics tools to enrich customer engagement. We can use this information to have more relevant conversations and provide better solutions and/or offers to our clients’ customers. These technologies empower both the customers in self-serve mode and any front-line staff interacting with your customers. And they help give you the next best step based on the ever-so-critical voice of the customer.



Be available to your customers across multiple channels, in real-time.

An interesting 2014 study from Conversocial revealed that 63 percent of consumers think that companies should offer customer support through social channels, 55 percent now expect it and one-third now prefer it over picking up the phone. Consider exploring the use of a trained customer experience management firm that provides multi-channel and omni-channel services. Leverage applications such as Concentrix' Social CustomerCare, Social Engage&Reach, Social Evaluate, Social RealTime and Social LeadEngine to meet your customers whenever and wherever they might need you to, whether they realize it or not.

Deliver relevant offers and messages to your customers through their medium of choice.

Organizations that send meaningful content via means that a customer requests build engagement—and trust. After all, nobody wants irrelevant offers and marketing campaigns. A survey conducted by PR Daily revealed that 60 percent of respondents actually unsubscribe or opt out from future emails if they considered the content in a previous email to be spam. Concentrix' Next Best Action platform enables customers to determine their preferred delivery vehicles, which helps companies communicate much more effectively. By paying attention to customers' preferences and respecting their privacy, you will deliver more relevant offers and gain more loyal customers.

Map the customer journey to identify gaps and areas for improvement.

When trying to improve a customer's journey, it's easy to focus on one specific 'event' and then end up missing the big picture. Instead of looking at single instances in a customer experience, we must view the context of the entire customer relationship to optimize customer engagement. Organizations that generate maximum returns on their investment are the ones that employ technology tools to map and redesign the client journey, focusing on the key "aha!" moments (when a customer is delighted), and the "oh, no!" moments (when a process needs to be rethought).

For example, Concentrix gathers data on a customer experience using website data and social media applications. We then perform Web analytics and distill the vast amount of data using process-mapping tools in order to gain actionable insights.



'Disruptive' as a positive

The ways that we engage customers are constantly evolving. To help them evolve requires information-gathering, listening, monitoring, analytics analysis, personalized communication and action. If we want our customers coming back, we must communicate in real-time, presenting them with the right message or offering at the appropriate time. Best-in-class customer engagement strategies require the effective use of technology. Knowing which tools to use and when to use them can be a daunting task, but, if they're properly implemented, they will dramatically impact customer engagement and your business.

The combination of customer engagement strategies and technology innovations to enable those strategies are disruptive forces in today's marketing. But keep in mind that the most successful companies are, themselves, disruptive in the marketplace, moving swiftly to build brand loyalty and gain share.

Case study: Using technology to improve customer satisfaction

When Concentrix recently deployed a text and speech analytics technology platform, we were able to analyze free-flowing conversations between our agents and their clients' customers. The operations teams then used the data to measure customer sentiment and report actionable information immediately. The resulting real-time insights into products, policies and processes helped empower our management, enabling them to more easily develop issue-resolution interventions, improve call-handling efficiencies and boost the overall customer experience.

By deploying a speech and text analytics solution, we gave our operating teams amazing insights into our agents' interactions with our clients' customers. This, in turn, helps us provide our agents with the targeted coaching they deserve. We've been able to improve customer loyalty and brand reputation for clients, while lowering their overall cost.

With this technology in place, Concentrix helped one of its clients, a large North American wireless carrier, improve its customer satisfaction performance by 9.85 percent in just three months. This client also registered a 23-percent reduction of average handle time (AHT) over a six-month period. In another case, Concentrix helped a leading global airline client improve its CSAT by 10 percent, while reducing support group transfers by 58 percent.

About the author

As the senior executive responsible for Concentrix' client engagement strategy, Jyllene Miller focuses on deepening client relationships, accelerating growth, increasing client loyalty and driving industry engagement. She has more than 20 years of experience in executive sales leadership, strategic sales engagements, business development and operational management in the high-growth technology and services businesses, spanning multiple industries and countries. Her experience encompasses medium- and enterprise-level business, and includes inside and outside sales management, as well as customer care operations with responsibility for more than \$2 billion in annual revenue expectations.

For more information

To learn more, please contact us at inquiry@concentrix.com or visit www.concentrix.com



Concentrix Corporation
44201 Nobel Drive
Fremont, CA 94538 USA

ABOUT CONCENTRIX

Concentrix, a wholly-owned subsidiary of SYNnex Corporation (NYSE: SNX), is a leading business services company. We focus on customer engagement and improving business outcomes for over 450 global clients across five continents. Our 100,000+ staff deliver technology-infused, omni-channel customer experience management, marketing optimization, digital, consulting, analytics and back office solutions in 40+ languages from 125+ delivery centers. We serve automotive; banking and financial services; insurance; healthcare; technology; consumer electronics; media and communications; retail and e-commerce; travel and transportation; and energy and public sector clients.

© 2017 Concentrix Corporation. All rights reserved.



Please recycle.
