

## Customer Loyalty

### Seven ways for building customer loyalty



#### Best Practices

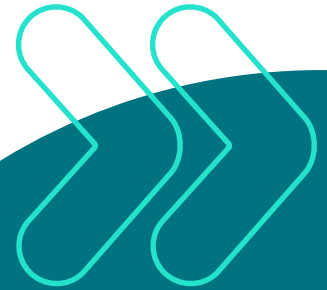
1. Create personalized consumer experiences
2. Manage customer journeys across all channels
3. Communicate proactively across channels
4. Contact the right people at the right time
5. Empower your customers with better service options
6. Scale personalized experiences with AI
7. Simplify compliance with internal self-service

#### Focus on customer loyalty to thrive

Earning and maintaining customer loyalty is always a challenge, even more so in this age of rising consumer expectations. Continually evolving technologies and increasingly restrictive compliance requirements only add to the challenge. To maintain customer loyalty, you need to know how to reach — and retain — consumers.

Understanding and knowing your customers enables you to service them in a way that aligns to the outcome they want to achieve. And integrated channel strategy is part of it, and today's most innovative tools and digital platforms support that approach. They also help you comply with regulations that govern how you communicate with customers on any channel, and still improve the customer experience.

Building a foundation of long-term loyalty requires you to understand how your business engages with prospects and customers of all types — at all possible touchpoints. Use these seven best practices as a guide for creating a better strategy.



**Customer loyalty must be earned. And once it's earned, it must be nurtured. Focus on the business areas in which you can control the experiences you deliver — and you'll give customers good reasons to return.**



**BEST PRACTICE 1****Create personalized consumer experiences**

The baseline for brand loyalty begins with personalized consumer experiences — from using a person's name in a text message to an advisor accessing their entire interaction history. Successful brands go further — demonstrating empathy for customers by making it easier to solve problems.

They create customer-centric strategies using tools and ecosystems for support, marketing and sales. These include building on insights from journey analytics, proactively engaging on the consumer's channel of choice and resolving issues by understanding the next best action.

Personalization leads to more opportunities for consumer engagement and revenue growth. Our research shows that roughly 80% of consumers are likely to purchase additional items, make recommendations to friends and colleagues, and devote a greater wallet share to companies that consistently personalize their experiences.

**Four pillars of personalization for digital strategists**

**Listen to your customers and track their journeys**



**Understand who they are and the journey they want**



**Anticipate their needs and predict what they'll do**



**Measure actual results and learn from insights**

**BEST PRACTICE 2****Manage customer journeys across all channels**

Successful journeys shape customer behavior. Design these journeys to guide customers to the information they need to solve problems quickly, encourage adoption of your products and services, and expand your relationship beyond random interactions.

Customers expect that, once engaged, you'll know them and what they want. In fact, two out of three consumers feel that companies collecting data on their customers **improves the service experience**. But despite these expectations, most companies fall short. Without an omnichannel approach, it's nearly impossible to share context from that data across interactions.

With omnichannel engagement, you'll find opportunities to improve their experiences using customer journey analytics. These insights enable you to anticipate needs and proactively offer assistance to solve problems. And this goes a long

way toward strengthening customer loyalty — with long-term rewards for your business.

**BEST PRACTICE 3****Communicate proactively across channels**

In both their expectations and experiences, consumers prefer information that goes beyond just being helpful and timely. They want you to anticipate their needs. Proactive communication is critical to building customer loyalty.

A survey found that **66% of US respondents** had a more favorable view of brands that contacted them with proactive customer service notifications.

But being proactive comes with a caveat: Customers expect those communications on their preferred channels and integrated across as many channels as possible. The ubiquity of mobile devices, for example, offers a great opportunity to interact via different technologies like text messaging (SMS and MMS), push notifications, digital wallets and mobile web pages, as well as outbound IVR and email.

Enabling customer interactions over many channels extends your reach, strengthens your customer relationships and opens opportunities to up-sell. At the same time, you're reducing the number of incoming calls from dissatisfied or uninformed customers.

**Purchase frequency is 250% higher on omnichannel**

**than on a single channel and the average order value is 13% more per order on omnichannel than on a single channel.**



**SMS continues to grow in relevancy and effect, with automated sends increasing 258% year-over-year in 2021 and conversion rates for automated SMS up 20% year-over-year.**

## BEST PRACTICE 4

## Contact the right people at the right time

If proactive communication is the goal, then omnichannel engagement is the way to achieve it. Instead of relying on single-channel silos and a **collection of random acts delivered haphazardly**, you can use an omnichannel strategy to optimize your outbound communications across channels — so you're always contacting the right people at the right time on the channels they prefer. Because you're coordinating information and context from all interactions, customers get a seamless, holistic experience.

For example, imagine designing an outbound campaign to drive high-value inbound calls into your contact center. At the same time, you're creating other campaigns for different customers to deflect avoidable inbound calls.

Channel coordination like this lets you escalate outreach. When customers don't respond in one channel, you can use another. Blending interactions into a single customer dialogue offers other advantages, like scheduling a service call by phone and then sending a text-based reminder before the appointment.

**Omnichannel engagement does more than eliminating the frustration of disjointed communication.**

When your inbound and outbound communications are optimized, it's easier to plan and schedule employees with the right skills to support the customers who respond to your campaigns.



**BEST PRACTICE 5****Empower your customers with better service options**

Make it easy and convenient for customers to take control of how they interact with you — and for how long. Self-service options let customers complete transactions through automated options on their preferred channel, just as notification options let them choose how they want to be contacted.

Focus on helping customers achieve as much as possible on their own. You'll build loyalty and benefit from:

- Fewer repeat calls
- Reduced costs through automation
- Increased first contact resolution
- Streamlined customer journeys
- More high-value inbound calls



Qualtrics XM institute research found that **only one in five consumers will forgive a bad experience** at a company whose customer service they rate as “very poor” — but **nearly 80% will forgive a bad experience** if they rate the service team as “very good.”

**BEST PRACTICE 6****Scale personalized experiences with AI**

Delivering and improving personalized consumer experiences at scale requires integrating your capabilities with the power by artificial intelligence (AI) — and combining them with human support. AI can be applied to these best practices for scale and improved accuracy and optimization:

- **Conversational AI (chatbots, voice bots and NLU)**
- **Predictive routing for when an engagement does need escalation**
- **Predictive engagement for AI-led proactive outreach**

Our **2021 survey found that 45% of retail respondents** said improving efficiency through greater self-service was their top priority. To this end, 43% of these businesses were already using chatbots, for example, with another 28% planning to implement the technology within six months.



Focus on your most important or frequent cross-channel customer journeys to maximize value. Doing this could result in a **20% increase in customers using self-service options** such as an IVR, your website or a bot without assistance from a live advisor, according to McKinsey & Company.

**BEST PRACTICE 7****SIMPLIFY COMPLIANCE WITH INTERNAL SELF-SERVICE**

Meeting customer expectations around data security and privacy is a business imperative. And more stringent global compliance requirements that now govern outbound communications complicate the process.

Compliance begins with enforcing internal policies that protect the customer experience by restricting which channels are used to contact consumers, as well as how frequently they're contacted.

To simplify compliance with both internal and external requirements — and to respond quickly to new requirements — you must be able to easily create, update and audit your own customer loyalty programs and strategies with granular control.

Customizing business rules for your outbound campaigns could include limiting the number of outreach attempts over a specified timeframe, defining allowable contact windows and setting outreach limitations according to geography. Many tools are available to help with this.

**According to EY research, the most important factors consumers consider when sharing personal data is its secure collection and storage (63%), followed by control over what data is being shared (57%) and trust (51%) in the company.**

**CONCLUSION:****Personalized experiences drive long-term loyalty**

At its core, customer loyalty is all about trust. Nurturing that trust begins with understanding who customers are and what they want when they engage with your business. Let the consumer self-discover, with assisted proactive engagements and then decide when escalation is required – on their channel of choice.

With the right strategy, tools and automation, you can reliably help customers engage with your business by anticipating their needs, even as those needs evolve. These positive experiences demonstrate empathy and foster trust.

As a Genesys delivery partner, Concentrix helps you design, build and run an all-in-one, AI-powered omnichannel platform. Together we provide the CCaaS solutions and ongoing maintenance services to ensure total experience is optimized and scalable for growth.

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