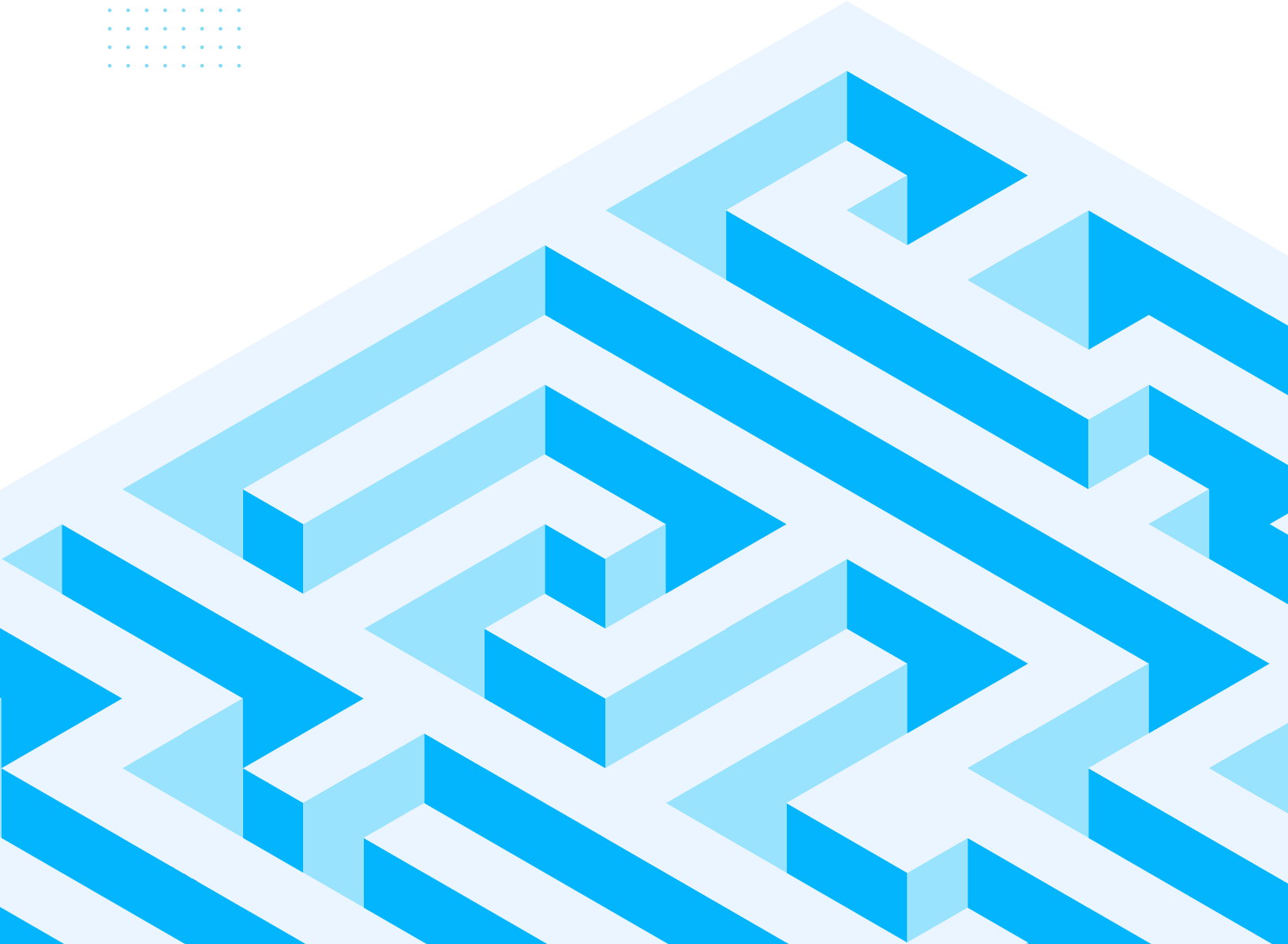
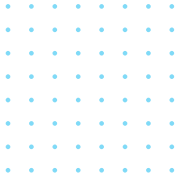


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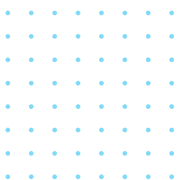
Simplifying

your customer engagement





Simplifying your customer engagement




A recent [PwC customer intelligence report](#) revealed that only

49%

of customers in the U.S. say companies provide a good customer experience. Further,

32%

of consumers will leave a brand from a single bad experience.



Providing outstanding customer experiences means engaging with customers at every phase of their journey like never before, and focusing on how you deliver information as much as what you deliver. In the current world of constant messaging and instant gratification, effective customer engagement may seem like an overwhelming endeavor, but that doesn't mean your marketing needs to be complicated. In fact, streamlining how you think about customer engagement will allow you to have more meaningful interactions with customers that will keep them coming back.



Simplifying customer engagement is a three-step process:

01. *Consolidating your tech stack*

02. *Aggregating customer data & using it in meaningful ways*

03. *Providing a consistent customer experience across the entire funnel*

In this eBook, we will demonstrate how these three steps will get you on the path to internal efficiency and better customer engagement.

01

Consolidating your tech stack

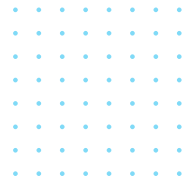
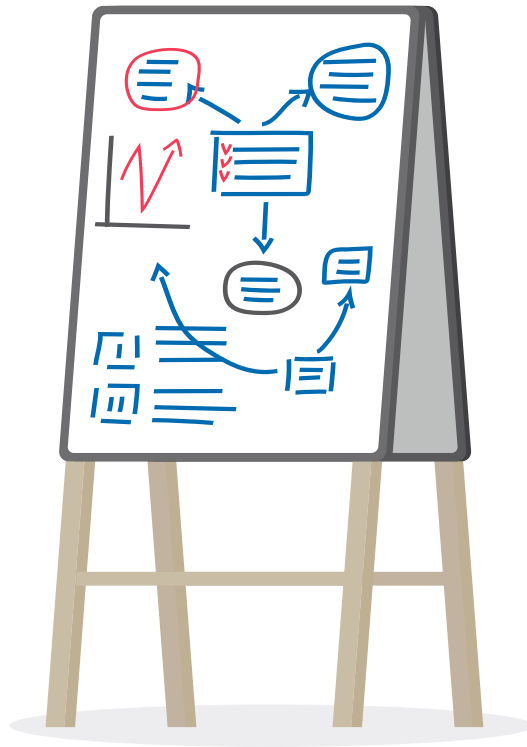
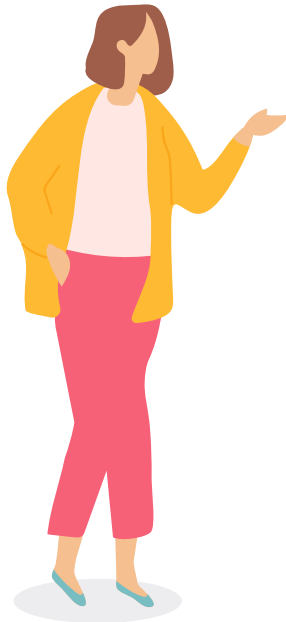
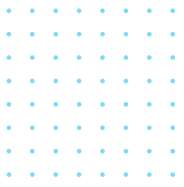


A lot of organizations today are running on multiple technologies for customer data management, marketing, sales, and internal communications. Each system requires upfront licensing and employee training, regular maintenance and updates, backups, and an internal “owner” who knows the system inside and out in order to fix any issues. The time and financial cost of all of this adds up quickly, not to mention the resulting loss in productivity to get end users of the technology up to speed.

In most cases, these technologies don’t work together, resulting in a disconnected system that slows processes down. Eventually, certain programs stop being used because people don’t understand how to use them, don’t see value in them, or they don’t integrate with other frequently-used, higher-valued systems.

A [Sizmek survey](#) showed that 64 percent of marketing decision-makers plan to prioritize reducing the number of vendors they use in their supply chain. Consolidating your technology stack means you don’t have to deal with licensing, training or costly contracts that lock you in for several years. Fewer, more cost-effective solutions allows you to scale, making it easier to store, organize, access, and update information and give you better visibility into customer engagement, ultimately boosting your productivity and ROI.

How to do it:



Before diving into anything, evaluate what systems you are currently using, including who within your organization uses which solution, and contract terms and cost breakdowns for each.

The best way to gain insight into which solutions and functionalities are needed is to talk to the actual end users of the technology. Ask team members in different departments what platforms they use, how they use them, what is missing that could make their job easier, and any platforms in which they don't find value.

Consider your goals, and what opportunities are available to improve processes. One opportunity is **automation**; by switching from manual to automated processes, employees can focus attention to the more important aspects of their job. Another is to repay your **"technical debt,"** a hidden concept that refers to the time and money that go into implementing, using, and

maintaining technologies. You probably don't even realize how much time is wasted trying to figure out how to use a legacy program, finding a workaround, waiting for upgrades, and trying to fix problems; and if you have several legacy solutions, that multiplies your technical debt even further. Finally, think about your **infrastructure**—what processes are currently in place and where can technology help throughout?

With these in mind, start to put together a customer engagement architecture—the technology that will serve as the foundation for developing impactful experiences for all customers. This architecture should be constructed taking into account where and how customers interact with your brand, what devices they use to interact, and the stages at which they interact with you (from initial discovery, to consideration, to completing a purchase). The technology you choose should not just support, but optimize, all of these channels and touchpoints.





Viewing your customer experiences as processes rather than tasks will help you see the bigger picture and find solutions targeted and efficient solutions. Tasks on their own do nothing for your customers; it's the experience as a whole that matters. With this in mind, a unified platform that has all the capabilities you need in one place is the most sensible solution to handle your customer engagement. One program to pay for; one program for employees to learn; one program to manage data; one program for all customer communication.

Maropost example/challenge:

A unified platform that allows you to manage the entire customer experience in one place

This concept of consolidation forms the basis for the Maropost customer engagement platform. We want to provide our clients with one central hub for all customer engagement channels so they can maximize revenue. Maropost offers a 360-degree business view of marketing automation, CRM, commerce, and customer support.

02

Aggregating customer data & using it in meaningful ways

Consumers today are getting wiser; they are aware that businesses are collecting their information. This awareness, however, creates an expectation that the brands they engage with will use that information to get a better understanding of their wants and needs, and therefore provide them with a more personalized experience. [Research from Thunderhead](#) found that 83% of customers feel positive about brands that put their information to good use.

Unfortunately, most organizations are not doing this -- not necessarily because they don't want to, but because they either don't know how, or are unable to due to the disparate legacy programs they are using. The data being gathered is fragmented and coming from various sources, creating duplicate customer profiles with different data sets and making it difficult to interpret and tie all together.

Additionally, often times marketing teams are collecting considerable of data but don't know what to do with it. They analyze it, collect feedback, then change little in marketing and customer service behaviors.

You need data that won't overwhelm you and can scale with your marketing capabilities. By aggregating

data in one place, you get a single view of customer information, seeing all interactions they have had within your organization; including past purchases, customer service calls, and engagement with marketing outreach; as well as where they are in the customer journey. Customer engagement and conversion shouldn't be seen as two separate measurements; a more engaged customer will become more loyal to your brand and make repeat purchases. While considered two separate functions internally, bringing together marketing and commerce allows you to see the direct impact certain promotions and outreach have on buying behavior.

Use this information to offer a more personalized experience moving forward and discover potential opportunities for upselling or cross-selling; if a customer has made a purchase, they may also be interested in a similar or complementary product on which you can focus your marketing efforts. Brands that create personalized experiences using data and technology have already seen a revenue increase of six to ten percent--two to three times faster than those who don't, according to [Boston Consulting Group](#).

How to do it:

When building your customer engagement architecture, include a solid data structure in advance, determining what should be measured and how it should be integrated in all areas of your business. Narrow down to what data you actually need, prioritizing what is most important.

When data is collected, dig deeper into the metrics to get a better understanding of who your customer is, not just what actions they have taken. Use the following to draw a better picture of each customer:

- **When they interact and engage with your brand**
- **How they interact and engage with your brand**
- **Where they interact and engage with your brand**
- **Purchases they have made**
- **Products they have shown interest in**
- **Problems they may have experienced with your brand**
- **“Drop-off” points (e.g., abandoned cart, exiting your site, unsubscribe from your email list, etc.)**

These numbers are important, but you should also quantify what matters to them by gathering feedback

and looking back on what past marketing actions drove behavior with economic value. However, holding an in-person focus group or sifting through feedback from millions of customers is not the best use of your time. New technology allows you to crowd-source customer feedback and collect, store and analyze it to get a deeper understanding of your customers, their behavior and how they feel about your brand. Leveraging this information, think about how you can have a more meaningful brand-to-consumer relationship with your customers. Develop journeys and experiences that align with your insights, segmenting customers based on interests, behaviors, and other factors. [McKinsey research](#) shows that across industries in the U.S., performance based on journeys is 30 to 40 percent more strongly correlated with customer satisfaction, and 20 to 30 percent more strongly correlated with business outcomes (revenue, repeat purchases, etc.) than performance based on singular touchpoints.

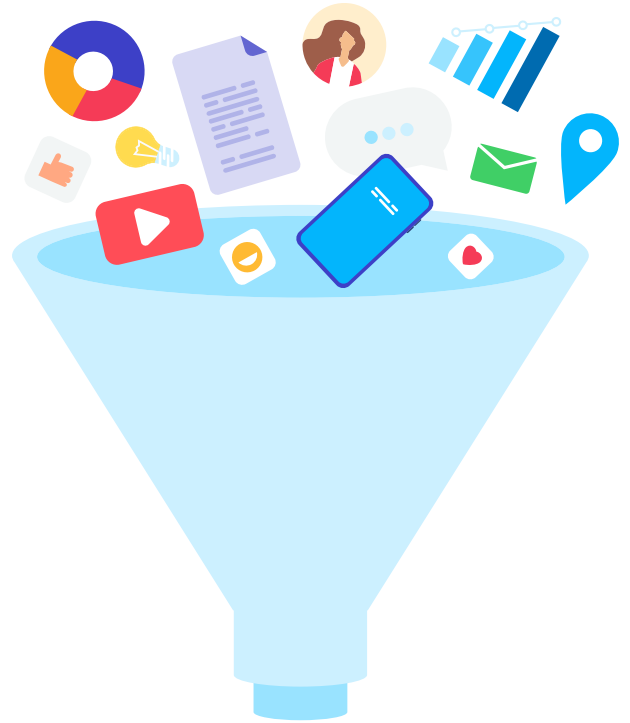
Your customer journeys should be built with the assistance of your customer engagement architecture. Leveraging the technology available to you, the journey is simple: based on the last interaction a customer had with your brand, what interaction is most likely to happen next? Taking into account what marketing activities accelerate success also allows you to declutter and remove unnecessary messaging that isn't providing any benefit. Make data work for you and use it to drive your strategy.

Maropost example/challenge:

Maropost Da Vinci gives you a deeper understanding of your customers and what marketing strategies are working

If you have a customer base in the millions, tens of millions, hundreds of millions or even billions, the thought of combing through individual customer data manually is enough to make you rethink your choice in career. Fortunately, [Maropost Da Vinci](#) is here to help. Da Vinci uses machine learning and AI to not only collect and read data, but to also determine the most relevant content and products that will resonate most with different customers in order to facilitate your ongoing marketing strategy.

03



Providing a consistent customer experience across the entire funnel

According to [Zendesk](#), 87% of customers believe that brands need to work harder to create a seamless experience.

Think of all the touchpoints a customer might have with your brand: from marketing communications via email or social media, support via phone or chat, and more. Each of these departments work separately, with little or no knowledge of a customer's background, who they have spoken with previously and what they spoke about. This creates an incohesive journey for the customer, who in turn becomes frustrated having to explain their situation again and again to different reps within your company.

Additionally, by working through all the potential customer touchpoints and communicating via multiple channels, you lose sight of what the customer really wants and needs from you. You are throwing a lot of information to them that may not be of interest or relevance to them. It's time to make the move from multi-channel to omnichannel marketing. An [omnichannel marketing approach](#) means you aren't just leveraging all the channels available to you, but are considering the path to purchase and integrating its various touchpoints into each of those channels.

A consistent experience for customers across all channels is a win-win. It encourages siloed departments to work together and communicate effectively and efficiently, ultimately driving a seamless journey for customers, regardless of where, how, and why they are contacting you. They will be more engaged and satisfied in their experience, and more likely to make repeated purchases, keeping retention rates high.



How to do it:



Take the aggregated customer data you've collected and analyzed to provide relevant messaging and meaningful experiences for your customers, whether they are engaging with your brand via phone, email, social media, or other channel. Keep in mind that certain types of information work better through certain channels (social media for timely updates, email for customer discounts, etc.).

In addition to the data you collect, gather feedback along the way. Don't overthink this feedback; take it at face value. If a customer is telling you what they want, that's what they want, and you must take it into consideration when marketing to them if you want to drive results. Continue iterating on your strategy based on both quantitative and qualitative insights.

Remember that marketing and commerce go hand-in-hand. Your customers interact with marketing, which hopefully leads them to purchase, allowing you to re-market them with other purchase options. It's an ongoing cycle, and the data from each entity impacts the other. It only makes sense to get them to work together to provide an even better experience for your customers across the entire funnel.



Maropost example/challenge:

A marketing cloud solution that makes cross-channel communication easy and impactful

Maropost's platform integrates all marketing functions into one intuitive system so you can personalize the experience for every customer and optimize every channel.

Conclusion

Engaging customers is the catalyst for organizational success, and will only continue being a top priority for companies all over the world. While it may seem like a complex undertaking, simplifying your internal processes will allow you to focus on providing customers with an optimal experience whenever, wherever, and however they come in contact with you.

The Maropost customer engagement platform helps businesses scale and shape how they operate. Learn more about our marketing cloud solution by contacting Maropost today.

Contact Us

