

**TOP
5
CONSIDERATIONS**
for CIOs

What are the key points to increase customer engagement?

Personalised Experience

Turning data into delight:

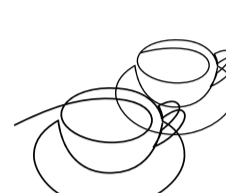
tailored experiences that drive sales and satisfaction

Personalisation persuades:

building connections while boosting sales

Implementing personalised experiences leveraging data analytics and customer insights to deliver relevant content, recommendations, and offers tailored to each individual's preferences, behaviours, and needs, delights users of your service.

Bottom line: In *Influence: The Psychology of Persuasion*, Robert B. Cialdini discusses how personalised experiences can significantly enhance selling. This underscores the importance of personalised interactions in sales, as building rapport and personal connections can lead to greater compliance and success in selling.



Omni-channel Communication

Every channel, one experience:

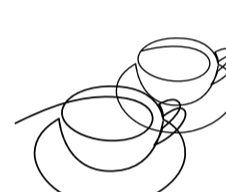
seamless support for happier customers

Connect anywhere:

unified contact for unmatched satisfaction

Provide consistent and cohesive experiences across channels, allowing customers to engage with the organisation on their preferred platforms and devices.

Bottom line: According to Gurus Coach, businesses with strong omni-channel customer engagement retain an average of 89% of their customers, compared to just 33% for those with weak omni-channel strategies. And the most popular *channel is?* Mobile devices. Businesses can enhance their mobile platforms, including implementing faster checkouts, and integrating augmented reality features to improve the shopping experience.



Interactive Self-service

When a problem comes along

you must search it

Search it up, get straight, go forward

and move ahead, try to detect it—it's not too late

By offering interactive self-service options empowering customers to find information, complete transactions, and resolve issues independently through intuitive and user-friendly interfaces.

Bottom line: Drum roll...what do we most ask for from self-service? No.1: Knowledge base articles, No.2: Requests, No.3: Others (via community forums or reviews). **Is the effort worth it?** According to Gartner: each contact via phone, live chat, or email costs about \$8.01, compared to just 10 cents per contact when customers use a self-help option.

After 30+ years of experience...

“ While online sales are rising from 13.9% in 2022 to 15% in 2023, they still lag behind physical retail store sales. Regardless of whether you are selling in-person or online, your customer service policies, online ratings, convenience of engagement, and targeted promotions all matter in this digitally savvy consumer market. ”



Community Building and Social Engagement

Connect, share, thrive

building bonds and boosting business

That is, if you care

Know your customer because they know you

Foster online communities and social engagement platforms where customers can connect with each other, share experiences, provide feedback, and interact with the organisation in real-time.

Bottom line: If you don't care what they are saying, beware. According to a study, 95% of customers read online reviews before making a purchase. Positive reviews can increase conversion rates on a business's website by an average of 380%, highlighting the critical impact of customer feedback on sales.



Continuous Feedback and Listening

It use to be 'caveat emptor'

let the buyer beware

Now it's caveat vendor

let the seller beware!

Establish mechanisms for collecting, analysing, and acting on customer feedback and sentiment across touchpoints and interactions.

Bottom line: Consumers research products online before making a purchase. Similarly, customer reviews significantly impact purchasing behaviour, with 87% indicating that real-life customer reviews influence their decisions more than influencer or celebrity endorsements (Frontiers).



Like to delve into, dissect or draw on my experience over a coffee — let's set up a time...

