

# **Customer Engagement Defined**

# **Customer Engagement is...**

**The degree to which Customer Experiences are equal to or better than the Customer Expectations set by your Brand Promises as delivered by Customer Touch Points**

**Let's break that down...**

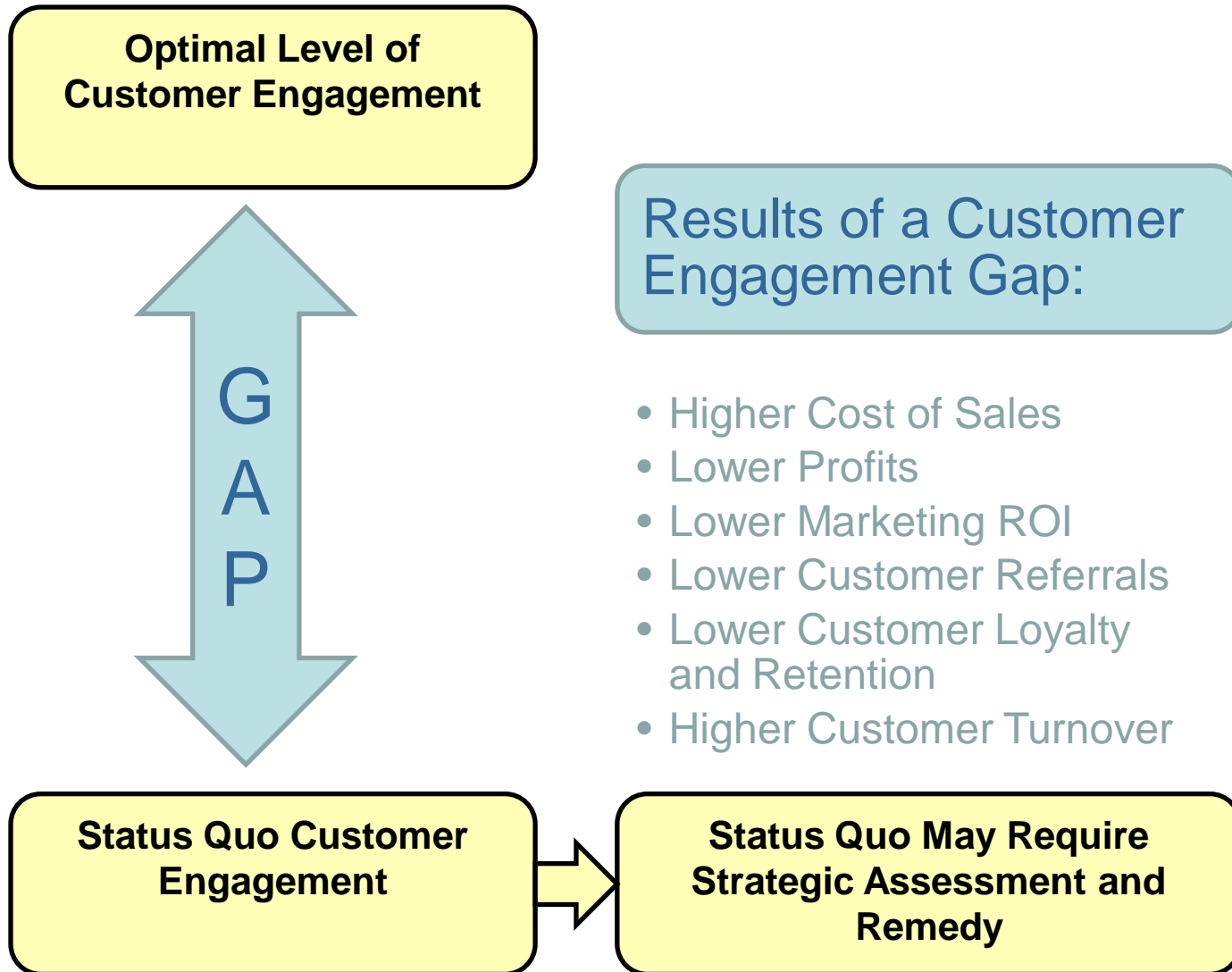
**Brands = promises**

**promises set  
expectations with  
customers**

**when business  
processes – call  
them *touch points* –  
don't deliver on  
those promises –  
customer  
experiences fall  
short of  
expectations**

**you've got a  
Customer Engagement gap**

## and here's what the "gap" means to you...



# 5 steps to eliminate the gap

1. **Get passionate – truly passionate – about taking care of customers**
2. **Sound marketing principles must be followed and are essential to successfully engaging customers**
3. **It is critical to create a dialogue over time with customers**
4. **Insights that lead to competitive advantage come from an in-depth understanding of customers**
5. **It is essential to choose which groups of customers to focus on. Strategy is all about making choices**

# **there's a new marketing imperative...**

- New social platforms are changing the way customers and business interact with each other, communicate with each other and influence each other**
- Advertising to a target audience is defunct...engaging and sharing value with them is what it's all about**
- Social networks will profoundly change marketing over the next five years; just as much as the internet has changed business**

# there's a new marketing imperative...

- **Successful marketing that truly engages customers depends on:**
  - Adherence to the strategic principles of marketing
  - Adoption of social platforms
- **Successfully adopting only one of these approaches is not sufficient.**
- **Embracing new social platforms now is essential to successful marketing and customer engagement, but will fail without being integrated with proven sound strategic marketing principles**

## **3 sentences on process...**

- **touch points are alignment tools**
- **you must decide what you want customers to think, feel and do throughout the customer life-cycle**
- **touch points must help customers experience the “right” thoughts and feelings and take the “right” actions**

**in closing:**

**Companies enjoy high levels of customer engagement when customers experience *at least* what they think they were promised and when those experiences are delivered via touch points that are designed to serve customers, easy to use, multi-platform, and always available.**

**you can close the gap**

**we can help**

**let's start the conversation...**

# CUSTOMER ENGAGEMENT S T R A T E G I E S

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