

# Rethink your content strategy in the light of Customer Engagement and the emerging “Customer Engagement Hub”

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# Let's define 'Customer Engagement'

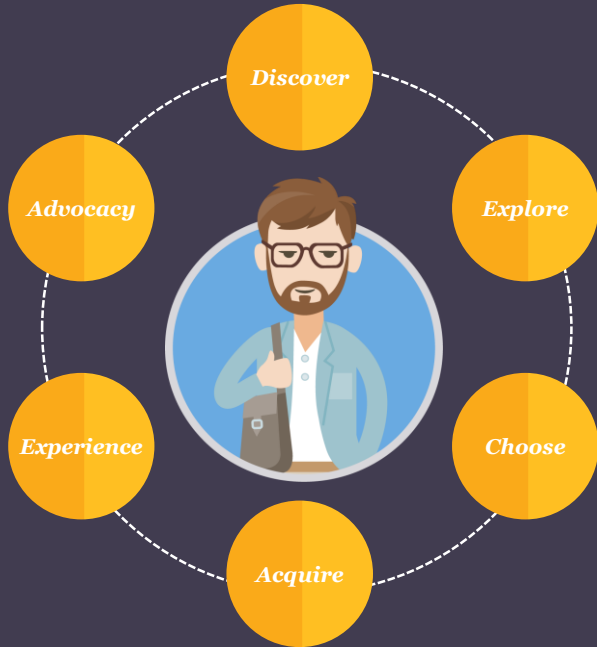
An on-going, value-driven relationship between a customer and a business, which is consciously motivated according to the customer's reasons and choices.

# What is a 'Customer Engagement Hub'?

A Customer Engagement Hub is a business strategy linked to a technology framework which allows a brand to deliver a consistent, orchestrated, cross-channel customer experience spanning all customer engagement channels.

# Why a Customer Engagement Hub is a necessary

**Customers want a seamless, connected experience regardless of choice of channel**

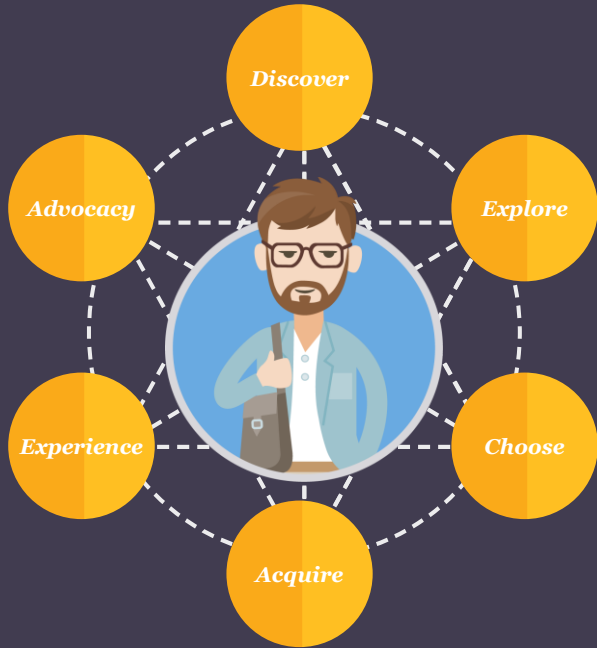


This results in conflicting, irrelevant and inappropriate content being delivered to customers as they engage with the brand across all channels

**Brands deliver disconnected experiences in the context of silo'd channels**



# Closing the Engagement Gap



**Why rethink your  
Content Strategy ?**

# Lack of Capabilities impacting your Content Strategy

- Content composition, selection and delivery does not reflect enough customer insight
  - Not all channel interactions are considered
  - Delayed access to the interactions that provide insight
- Content strategies are channel specific and disconnected
- Content is focused on individual experiences rather than understanding the full customer journey
- Delay in understanding changing customer behavior

# **The Impact of a Customer Engagement Strategy on your Content Strategy**



# Tenets of an Engagement Driven Content Strategy



Listen to ALL interactions across ALL channels in real-time

Connect behavior across channels and devices to avoid insight gaps

Understand how customers prefer to engage across the full journey

Create channel-agnostic conversations linked to channel-specific content

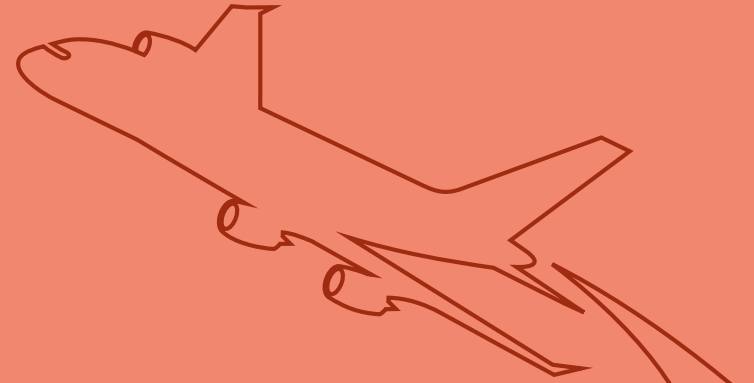
Personalize by prioritising conversations over content

Deliver content in real-time across multiple channels

Learn for customers reactions and responses to content

# Benefits of an Engagement Driven Content Strategy

- Deliver appropriate and relevant content to all customers *individually*, all the time and across all channels
- Know quickly, with precision, where content strategies are either not effective or were impacted by change in customer expectations
- Deliver ‘Outside-In’ experiences that result in happy customers who feel the brand listens to and understands them.



## *vision*

To understand and *provide a consistent and personalized experience* across all Customer Interactions and Journeys

## *outcome*

- ✓ Identified key channel *change points*
- ✓ Focused, relevant conversations have resulted in a *sales uplift of 59%*
- ✓ Web offer interaction *improvement of 20% - 135%*
- ✓ *131% uplift in email response rates vs. previous campaigns*



*UK based  
Brewery*



## *vision*

With 1700 bars each with their own website. The brand want to bring the social back into the traditional bar scene and reduce the age of their primary customer



## *outcome*

- ✔ *Customer level insight* over 3,500 customer level insights gathered within first 8 weeks
- ✔ 2-4-1 pubs generate more than *3x the activity of other pub formats*
- ✔ *Over 4x the response for personalised conversations vs. generic*



Thank you!