Connected Interactions

Introduction

When your customer interacts with you, she's interacting with your brand. She has a problem to solve, and she trusts you to solve it. Whether she's visiting your website, shopping in your store, or reading your push notification, she sees you as a single entity, poised to fulfill her needs.

Your interactions with her should feel the same... individualized.

What she wants and expects from you is an experience full of connected interactions – from print to mobile to web, and everything in between – based on her specified preferences and her past and present brand engagements.

Take, for example, a busy mom looking for backpacks for her schoolchildren. Her typical day is a flurry of activity and interruptions, and she rarely has time to sit down with her laptop. If a marketer is only sending web-enabled emails, he's missing the mark. What this mom needs is a mobile-optimized message that allows her to make a quick purchase decision... and then Tweet about her shopping success.

> US marketing executives believe that email alone drives the same amount of revenue as their social media, website, and display advertising efforts combined.
>
> **eMarketer Report, September 2015**

That means it's vital for marketers to provide an individualized, expertly-executed customer experience that smoothly orchestrates all customer interactions, is easily adaptable – in real-time – to the customer's needs, and is delivered consistently across all channels, including email, mobile, social, and web.

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Orchestrate customer interactions

Individualizing the customer experience requires all interactions with the customer be coordinated so relevant offers and key messages can be delivered seamlessly across channels.

Marketers used to be in control of brand messaging, but that power has shifted to today's consumer. The digital landscape has put the customer at the forefront of her experience, and it's a marketer's job to deliver a consistent, well-orchestrated experience based on customer actions and interactions.

It's critical for marketers to have a single customer view – created from all online and offline channel data – to ensure the individualized experience today's customers want and expect. When customer data is integrated, marketers can provide targeted messaging with a much greater degree of accuracy and relevance.

Close to

1.7b
people worldwide have active social media accounts.

jeffbullas.com
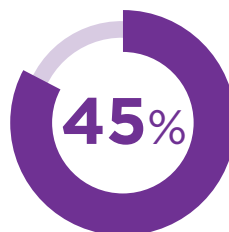
45%

..of marketers are not using a single customer profile at all

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Execute right-time relevance

When a customer interacts on a transactional channel, marketers need to know who she is, which campaigns she's part of, and what the next-best-step interaction with her should be. The next functional step is establishing the ability to respond accordingly to what that customer is doing.

Having all of this information available and accessible means marketers can create real-time communications tailored specifically to each customer's individual needs. By enabling an agile environment, marketers can optimize or change in-campaign decisions based on current campaign performance feedback.

According to eMarketer, there are

3.65b unique global mobile users,

and

1.91b of those users have smartphones.

If marketers aren't capitalizing on the mobile opportunity, they're missing

1.91b

opportunities to make a relevant, timely customer connection.

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Deliver omni-channel consistency

The final step in creating connected interactions is integrating online and offline transactional data to ensure a consistent and controlled customer experience. Marketers need to carefully control the delivery of leads and offers to all customer interaction touchpoints to ensure their message is not overbearing or being over-communicated.

It's equally important to have the ability to capture specific customer response, transactional, and interactional data from each touchpoint to help craft future communications.

The ultimate goal, of course, is creating omni-channel consistency – without being too pushy or invasive.

To create relevant, compelling communications and win customer loyalty, marketers must be able to:
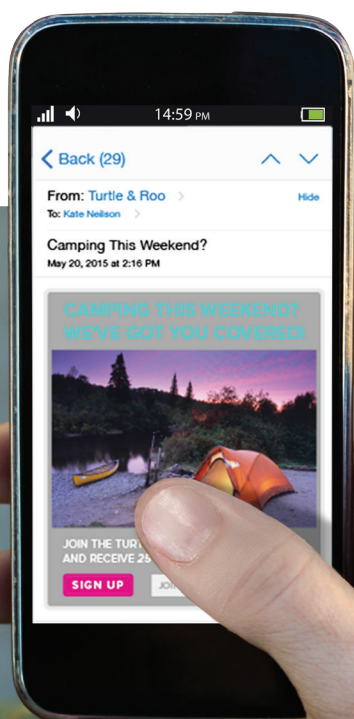

Integrate data

Optimize with analytics

Enable paid, earned, and owned media

Deliver multi-channel campaigns

Automate engagement

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Conclusion

Delivering a consistent, right-time, and always-relevant omni-channel experience requires marketers to connect all their customer interactions in order to successfully execute a highly individualized customer experience.

Creating an environment that helps marketers connect all customer interactions, coordinate touchpoints, and effectively deliver relevant offers and messages in real-time is the key to creating a highly individualized customer experience... every time.

According to Velocity Partners, marketers are only just beginning to figure out how important it is to connect up data sources and form a coherent customer view across different channels.

eConsultancy, July 2015 report

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