

TimeOut

DIGITAL CUSTOMER
ENGAGEMENT

pontis

The Definitive Guide to

REVOLUTIONIZING HOW YOU
ENGAGE WITH YOUR CUSTOMERS

Engaging

Results

“ Customer engagement in the digital future will span a much broader time frame, and bring different types of interactions that CIOs and their enterprises should leverage.² ”

- Gartner

Our world today is a **digital** one.



So are your **customers**, in their behavior, mindset, and lifestyle.

They are **always connected**, through multiple devices.

They are always **in the know**, and are **much more demanding**.





To build more trusting and personal relationships, and bring **meaning** to customers' lives – businesses need to **revolutionize** the way they **engage** with the **empowered customer**.



Businesses need to provide value,
and keep up with **customer needs,**
preferences, and expectations.
This is critical to delivering a
superior customer experience.



**THIS
IS
WHAT**

**DIGITAL CUSTOMER
ENGAGEMENT
IS ALL ABOUT**

“ Engaged customers are usually better advocates of a brand, are more loyal and are more profitable.¹ ”

- Gartner

PERSONALIZED

PROACTIVE

CONTEXTUAL

ANY CHANNEL

CONTINUOUS JOURNEY

THE JOURNEY TO **DIGITAL** **CUSTOMER ENGAGEMENT**

Optimizing engagements to the real-time context



Being pro-active with offers and service



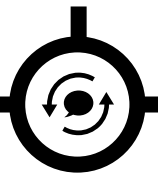
Designing continuous journeys on any touchpoint and channel



Personalizing to real-time needs and preferences



Engaging on any channel and touchpoint





CONTEXTUAL

OPTIMIZING ENGAGEMENTS TO THE REAL-TIME CONTEXT

Collecting and analyzing customer data from multiple internal and external data sources, as well as real-time activity data, behavioral trends, and more.

This provides an understanding of the real-time customer state that is a requirement for acting in the most relevant way.

“ Active customer engagement requires technologies for highly targeted, personalized and context-aware marketing.¹ ”

“ Personalization of customer interactions is becoming a necessity.¹ ”

- Gartner



PERSONALIZED

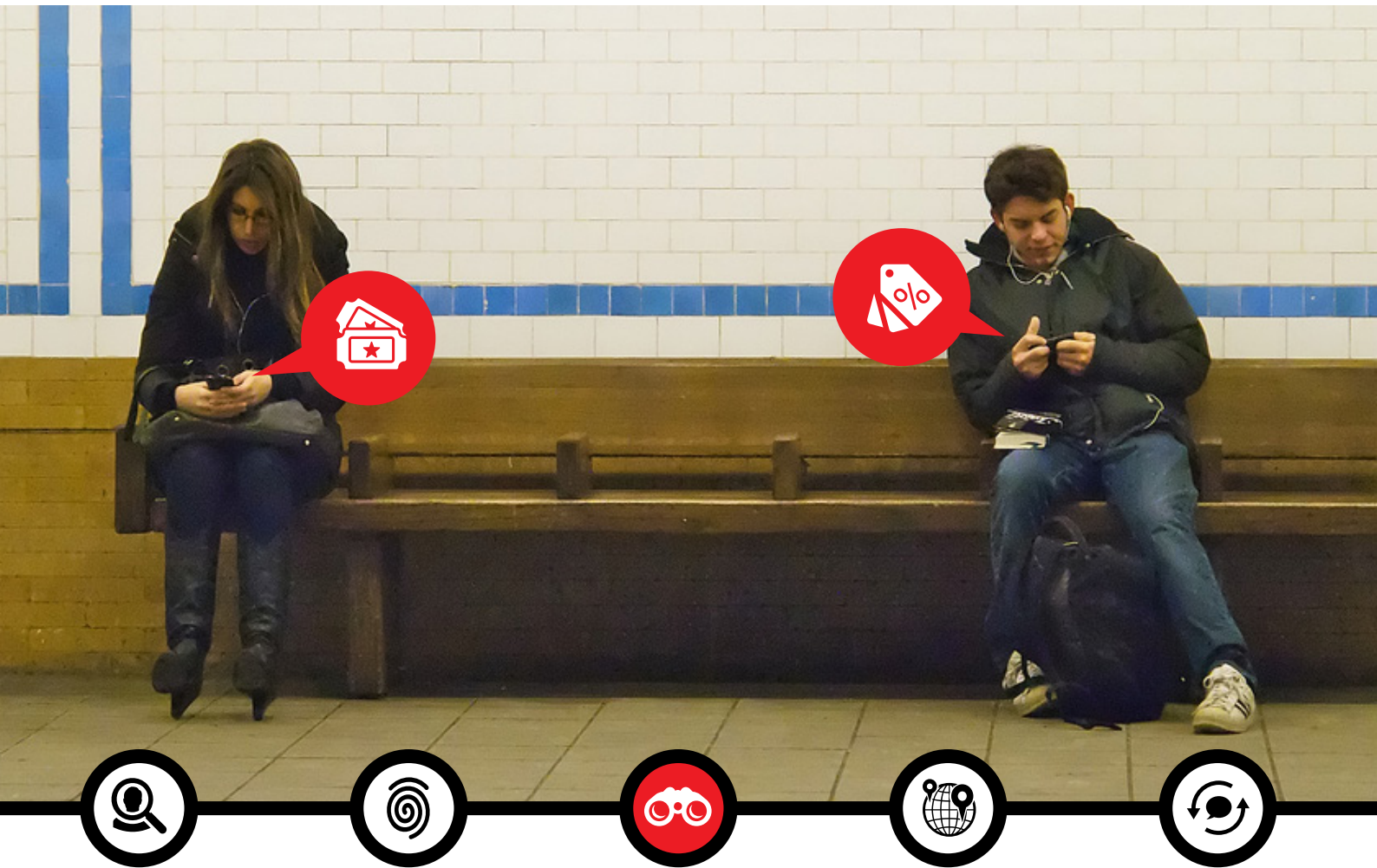
PERSONALIZING TO REAL-TIME NEEDS AND PREFERENCES

With Digital Customer Engagement you can create an optimal fit between individual customer preferences, his/her context, your innovative strategies, and the specific engagement. You can also personalize every aspect of the engagement, product, message, pricing, and more.

Being able to do this in real time, will enable you to maximize relevancy. This way you dramatically increase response rates and customer satisfaction.

“ Among the engagement approaches or concepts that can draw a customer or prospect closer to the business or enterprise, the first is to be proactive.¹ ”

- Gartner



PROACTIVE

BEING PRO-ACTIVE WITH OFFERS AND SERVICE

It is critical to leverage the numerous opportunities there are to deliver what customers actually need and want at that moment.

When you manage this **real-time customer** state you stay one step ahead, offering value that makes a difference and drive action that will also be profitable for the company.



ANY CHANNEL

ENGAGING ON ANY CHANNEL AND TOUCHPOINT

Customers expect personal, relevant, value-added experiences regardless of the channel.

Digital Customer Engagement enables you to establish an evolving dialogue that delivers what your customers need and expect in real time, across digital and traditional channels, both inbound and outbound, self-service and manned-service, both pull and push.

“ Work with your customer experience team to build a marketing strategy to address the end-to-end customer journeys.³ ”

- Forrester



**CONTINUOUS
JOURNEY**

DESIGNING CONTINUOUS JOURNEYS ON ANY TOUCHPOINT AND CHANNEL

Engagement with your customers is not a one-time interaction. It is a continuous journey. With Digital Customer Engagement you lead an adaptive and developing dialogue with every customer.

This way you can ensure that your strategic goals are met and that the customer base is satisfied and healthy.



DIGITAL CUSTOMER ENGAGEMENT

Engaging

Results



81%

European Communication Service Provider increases **Net Promoter Score** with a Digital Customer Engagement implementation



x4

Leading Communication Service Provider increases **conversion rates** for contextual offers delivered via innovative mobile app



20%

Tier 1 Communication Service Provider increases **revenues** with pull-bases personalized, contextual offers



DIGITAL CUSTOMER ENGAGEMENT IS POSSIBLE WITH PONTIS ENGAGE



At Pontis, we bring over a decade of experience in driving Digital Customer Engagement **for over 600,000,000 customers worldwide.**

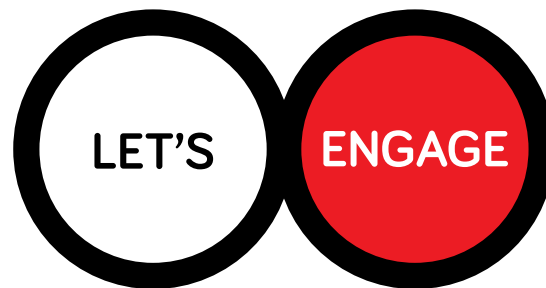


We have **designed, executed, tracked, and measured** customer behaviors and engagements for dozens of global companies all over the world.



We clearly see the results – Digital Customer Engagement drives **higher revenue** while also dramatically and consistently increasing **customer satisfaction** and **loyalty.**

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WWW.PONTIS.COM

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REFERENCES:

- 1 **Adopt Customer Engagement Strategies to Drive Growth** 
(Gartner, last update October 2015)
- 2 **How Customer-Intimate Enterprises Should Approach the Transition to Digital Business** 
(Gartner, last update March 2016)
- 3 **The Power Of Customer Context** 
(Forrester, March 2016)