exotel

Marketer's Guide for Superior
CX

Table of Contents

Overview

How do you make customers feel when you talk to them? Do you make them feel happy and satisfied? The core of any marketing strategy revolves around what experience you give to your customers. Today's customer expects the brand to meet them on a channel they prefer – your marketing needs to be omnichannel so you provide a seamless experience across the customer's journey, no matter which channel they are on at any point.

As a marketer, your role is to serve as a bridge between the customer and your product or service. How do you achieve that? By ensuring you set up an optimal customer engagement platform - a one-stop destination that manages, tracks, and facilitates customer interactions on multiple channels. It integrates traditional channels like voice and SMS with modern channels like WhatsApp Business Platform or Google Business Messenger.

According to Gartner, up to 175 million users message businesses on WhatsApp daily. There are also other options such as SMS, Facebook & Instagram Messenger, Google Business Messages, Website Agent Support and Shopping apps that the customer may use to engage with the brand.

Before we get to the right customer engagement platform, you need to focus on the following for superior CX:

Keep it conversational

The way people reach out to businesses has evolved with changing technology. For the longest time, it has been face-to-face before telephones arrived on the scene. Then came messaging, mail and social media platforms, forever changing how people reach out to brands or vice-versa. The barriers of geography have now blurred and people communicate across time zones. This has meant that businesses have also scaled their footprint.

Irrespective of how conversations take place, the elements that matter are listening and dialogue. It's through dialogue and listening that you are able to understand core human elements - is someone satisfied, happy or frustrated?

Conversational messaging is all about understanding your customers by listening and focusing on interactions. You must learn about their preferences for communicating as well as their interests, actions, and priorities. Then, you can categorize your customers to add additional personalization and interest to your messaging. Listen well so you can personalize and then ensure brand loyalty.

Show them you know them. Personalize!

According to McKinsey Research, 71 per cent of consumers expect companies to deliver personalized messaging and 76 per cent are frustrated when they don't receive personalized messages.

In order to achieve personalization, you could take a leaf out of our six-step framework we call the PACKET, an acronym derived from Personas (P), Agenda (A), Choices (C), Know (K), Evaluate (E)i and Tools (T). The PACKET involves understanding the customer and keeping communication centered around the customer

Develop customer Personas:
Gather and use customer information across channels.

Create a customer-centric Agenda:
Keep in mind the customer's expectations.

Give customers apt sets of Choices:
Satisfy the needs of each audience segment.

Know your customers better:
Understand the likes and dislikes of your customers.

Evaluate your offerings regularly:
Stay relevant even with changing customer trends.

Get the right Tools:
Invest in a strong customer relationship platform.

Take an omnichannel approach

Understand customer journeys

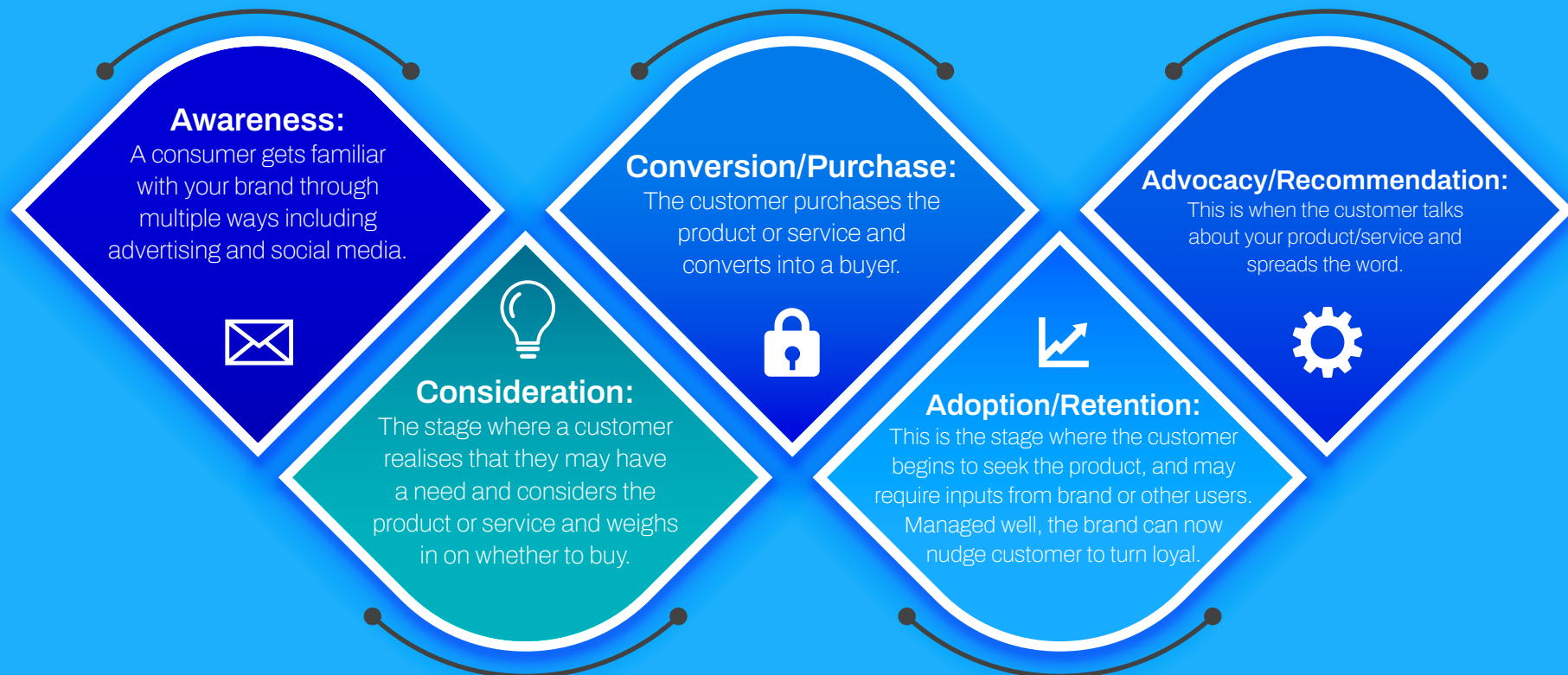Mapping a customer's journey means to visually understand a customer's experience with the company during all stages. These stages include:

Harvard Business Review states that the maximum number of channels B2B customers use has increased from 5 to 10 from 2016 to 2021, and 94% of marketers said they prefer it over older marketing strategies. In B2C marketing, nearly 81% of marketers leverage at least 3 channels for their marketing efforts, which underlines the importance of omnichannel marketing.

Awareness:
A consumer gets familiar with your brand through multiple ways including advertising and social media.

Consideration:
The stage where a customer realises that they may have a need and considers the product or service and weighs in on whether to buy.

Conversion/Purchase:
The customer purchases the product or service and converts into a buyer.

Adoption/Retention:
This is the stage where the customer begins to seek the product, and may require inputs from brand or other users. Managed well, the brand can now nudge customer to turn loyal.

Advocacy/Recommendation:
This is when the customer talks about your product/service and spreads the word.

Which customer engagement platform is a good fit?

A key aspect of offering a superior CX is choosing the right customer engagement platform. Real-time two-way communication on marketing channels matters a great deal today. Here are some of the options you can look at:

WhatsApp Business Platform

Quick answers, action buttons, list menus, and other rich media capabilities provided by the WhatsApp Business API make it a rich messaging channel. WhatsApp's key USP is that businesses can contact people proactively after receiving their opt-in consent.

Once customer consent is received, businesses can respond to customer-initiated conversations through automation – this involves using AI-based chatbots, hybrid (agent-led and human-assisted) chatbot interactions, and live agent chat.

WhatsApp Business Platform

If you wish to understand the effectiveness of the WhatsApp Business Platform, (WhatsApp for Business and WhatsApp Business API), these are the KPIs you may need to track:

Revenue growth:

This is a KPI that measures increase or decrease in sales over a period of time. WhatsApp Business Platform helps you boost sales by adding customers to broadcast lists, sending out conversational and personalized content, automating replies, sharing links to your online shops, using QR code, and re-engaging with customers.

Conversion rate:

WhatsApp Business Platform helps you turn conversations into conversions. Send reminders and alerts for better CX. Start a two-way communication exercise or re-engage prospects. Get feedback from customers for improved CX.

ROAS:

Return on ad spend (ROAS) is another KPI you can track with the platform. With WhatsApp Business Platform, you can boost your return on ad spend by ensuring more customers start engaging or opening conversations with you on the platform. As per a report, 70 per cent of overall digital ad spends will be on mobile by 2026, so this is a big opportunity to drive ad campaigns on the messenger's business platform.

Quality lead volume:

This is a key KPI because it indicates the actual number of prospects who are interested in your product or service. WhatsApp Business Platform helps you track this metric

CSAT/NPS:

A popular customer service metric, CSAT measures customer satisfaction. With WhatsApp Business Platform, you can ask your customers to rate you after you provided a service. Your customers are likely to rate you better on a messaging app like WhatsApp, thanks to your personalised two-way communication. NPS is how likely your customers are to recommend you to others.

Market share:

WhatsApp Business Platform helps you gain insights into market share – which is a function of the sales of your business and the overall sales in the industry over a specific period.

The other customer engagement platforms include

Google Business Messages

Through Google Business Messages, Google has linked the strength of its search with the ability to message the businesses displayed in search results directly.

Users can find and message a brand using Business Messages, integrated with Search and Maps results. Users tap a button next to their website, click-to-call, or directions icons to accomplish this.

Once a user reaches out, businesses can provide conversational messaging experiences for booking, upselling, and purchasing. Users can self-serve for common questions and engage in live chat with agents for customer service. Rich cards, carousels, recommended responses, and other rich media can be used by both chatbots and customer care representatives to create more engaging conversations.

Instagram

The Messenger API on Instagram allows brands to transform their Direct Messages (DM) channel into a tool for achieving successful business goals.
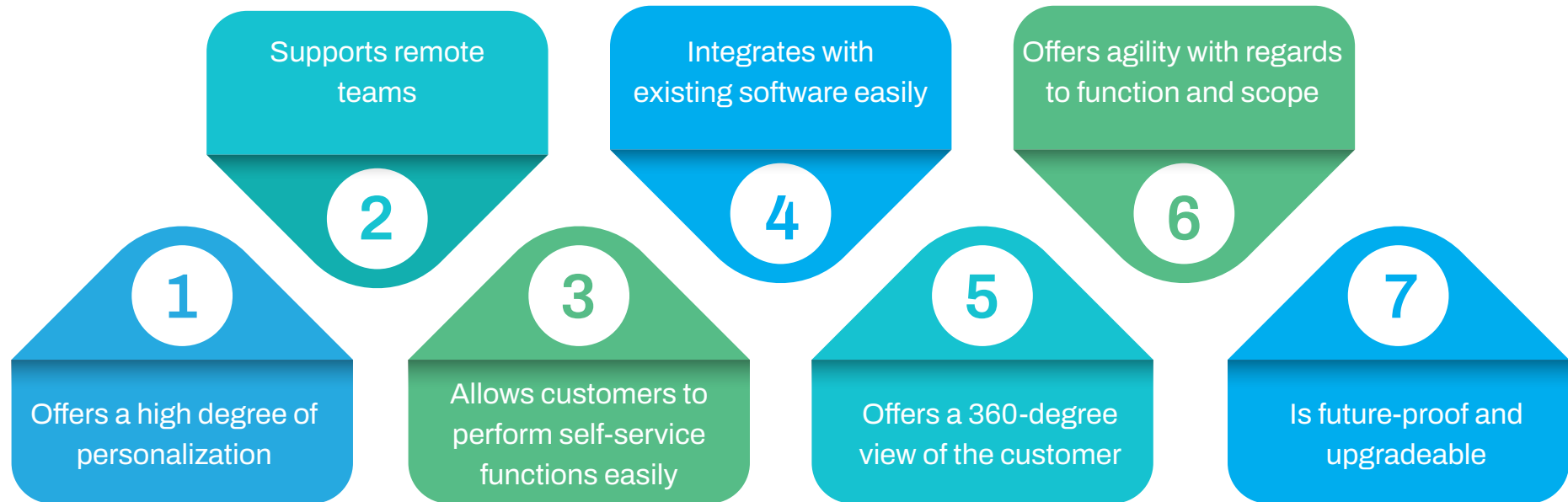
To offer an always-on experience, businesses can immediately reply to customers' direct messages. They can also use private direct messages to address story tags and open comments. Customers may easily self-serve when rich two-way messaging experiences that employ photos, videos, rich cards, and other features are orchestrated when in-channel.

Instagram is ideally suited to help socially active firms who want to increase customer service and open up new revenue streams. Working with a solutions provider who is an official technical partner of Meta and has the know-how and practical experience to enable conversational interactions at scale is the simplest way to get started.

Identifying the right customer engagement partner

A customer engagement platform will help your marketing team manage, analyze, and optimize the buying journey to convert as much as possible. A customer engagement platform does this by dispatching personalized messages to customers over SMS, WhatsApp, and voice calls at the right time and point in the buying journey.

Key things to look for in a customer engagement platform

2 Supports remote teams

4 Integrates with existing software easily

6 Offers agility with regards to function and scope

1 Offers a high degree of personalization

3 Allows customers to perform self-service functions easily

5 Offers a 360-degree view of the customer

7 Is future-proof and upgradeable

Tools required for successful customer engagement

Some of the tools required for customer engagement success are a content management system (CMS), customer relationship management (CRM) software, and a customer engagement platform. These tools will work in tandem and integrate to allow smooth data flow to derive sharp and valuable insights.

Enter Exotel: Outstanding customer engagement

Exotel provides organizations with a full-stack customer engagement platform that combines data from across communication channels. As a single vendor for all your customer engagement needs, we can help you reduce the total cost of ownership of multiple solutions and the operational hassle of managing them.