Customer Engagement

Definitions/Terms:

- Customer Engagement -

Types of engagement approaches:

- 1:1 - meetings, phone calls, etc
- 1:many - high tech/low touch such as newsletters, mass mailers
- many:many - vehicle for customers to interact with each other and company 24/7

Engagement Strategies:

Type of approach	Strategy	Benefits	Challenges	Ideas to Implement (New)/ Improve (Existing)	Level of Effort to Implement/ Timeline
1:1	Know and understand the customer's journey	Allow engagement with customer in ways they prefer			LOE: Timeline:
1:1	Create a customer loyalty program	Encourages repeat business and boosts brand loyalty			LOE: Timeline:
1:1	Implement a chatbot	Analyzes data and interacts with customer /potential customer based on customer's interaction with product; provides service after hours			Need Alan/Jo input
1:1 and 1:many (trends)	Analytics	Identify what customers like /dislike, what is working /not working	Can be difficult to get customers to provide feedback/answer surveys		LOE: Timeline:
1:many	Increase follows on social channels	Builds customer base, provides a mechanism for interacting with customers		- Employees can add channel links/icons to their email signature blocks - Increased posting - Increase interaction online by responding to comments/ questions	LOE: Low Timeline: immediate
1:many	Host a virtual customer engagement event (1-2x a year)	Chance for customers to see all products, meet the broader team, increase brand exposure		- Customer focused version of eng demo and show n tell - Invite high profile keynote speaker to kickoff event	LOE: High Timeline:
1:many	Create a Customer Success Center	Provides customers access to resources, answers to questions on their schedule		can rename and build out resource hub	LOE: Med Timeline:
many:many	Create an online community			Examples: https://www.googlecloudcommunity.com/gc/AppSheet/ct-p/appsheet?nobounce https://www.gaingrowretain.com/home	LOE: High Timeline:
1:1	Implement a centralized customer communication plan	Will help avoid communication overlap and overload; provides opportunity for more personalized communication			LOE: Timeline:

1:1	Create a "Genasys University"	User training/certifications/ badges to incentivize, offers training on customer's schedule. One training portal under Genasys umbrella allows Zonehaven customers visibility to GEM and can spark interest when it comes time to renew MN contracts		Examples: • GEM Administrator training • EVAC Administration training	LOE: High Timeline:
1:many	Office Hours				
1:many	Monthly Newsletter				