



An Integrated Platform for the Future of Customer Communications

Leveraging Highly Personalized Communications
to Deliver Better Customer Experience and
Secure Better Business Growth

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INTRODUCTION

Over the last year, we have witnessed unparalleled digital acceleration in customer communications as consumers rapidly engaged with companies online and demanded highly personalized experiences to simplify decision making and expedite actions and processes.

As companies embark on engagement initiatives to improve customer experience, enriching the communications they send to customers has taken on paramount importance. The effort to improve customer engagement has extended to all manner of communications, including service-related messages that have the most impact on long term retention. Every interaction – from service to marketing – must be personalized and easy for consumers to quickly glean the information they need.

In this document, we will examine how the last year has reshaped the market and then explain why customized communication tools have become so important. Finally, we will take a closer look at one such tool, the EngageOne Communicate platform from Precisely.

OVERVIEW

Consumer expectations have shifted and there is no going back to the way things were. Companies now need to build both trust and understanding with their customers, applying care and consideration in communicating relevant information, increasingly through digital interactions. This change has made customer experience (CX) an ever more important metric in B2C communications.

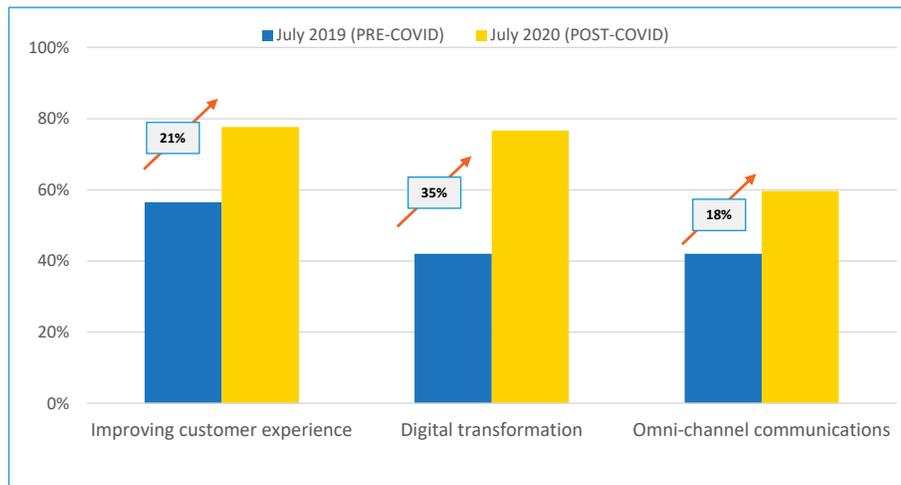
Furthermore, interest in rich media output has increased drastically across all industries, both as a means to reduce cost and provide a more engaging experience that not only improves efficiency, but also helps brands form empathetic and emotional connections with their customers. Rich media experiences, such as interactive, personalized video, have helped companies provide better customer service and onboarding. Rich media can be used to

drive upsell and renewals, or to better explain lengthy and complicated documentation. Aspire’s 2020 research entitled, “Understanding the New Digital Reality” shows that about 60% of American enterprises have already invested or are planning to invest in interactive, personalized video.

THE STATE OF THE MARKET

The corporate objective is shifting towards a better digital customer experience

Please indicate for the following CORPORATE strategic objectives if they have become more or less important as result of the COVID-19 pandemic. (Only Sum of “Important” and “Critically Important” shown.)



N = 300 enterprises in the U.S. (2020)
N = 138 enterprises in the U.S. and Canada (2019)

Customer retention



Customer acquisition

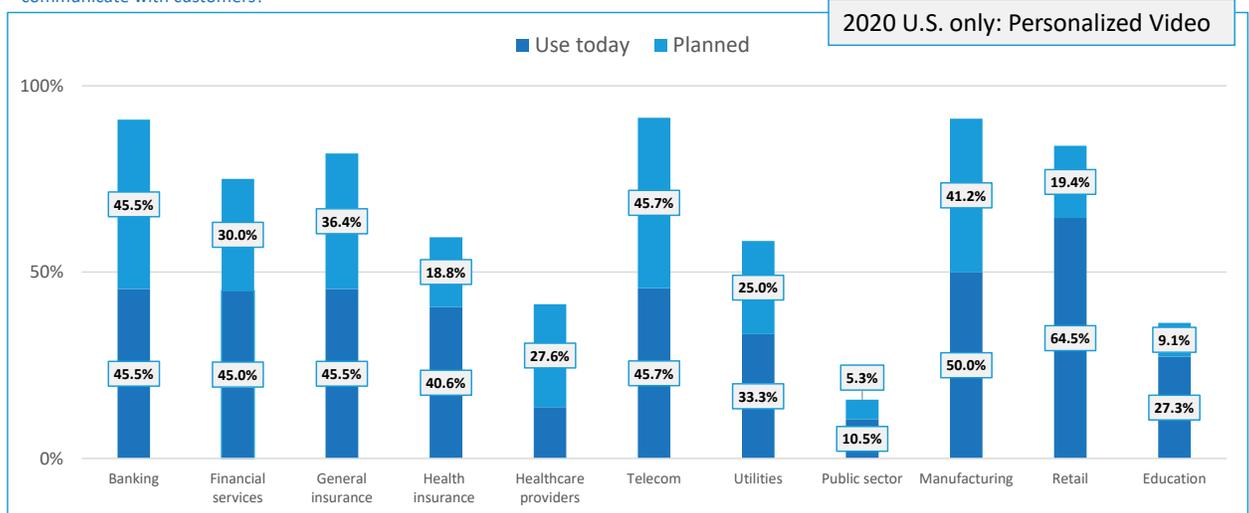


Source: Understanding the New Digital Reality, Aspire 2020

We also found that businesses have placed a higher priority on customer retention in the wake of COVID-19. Improving CX, digital transformation, and omni-channel communications were all considered more important than in the previous year, a change which is largely driven by customer needs and choices. In short, companies are putting customer experience first by working to leverage superior digital messaging as a way of improving the communications experience.

CX focus has highlighted the need for video in communications

Please indicate which of the following communication channels your organization uses today or plans to use in the next 12-24 months to communicate with customers?



N = 300 enterprises in the U.S.

Source: *Understanding the New Digital Reality, Aspire, 2020*

When we asked enterprises about their plans to use video in their communication channels over the next 12 to 24 months, we observed a dramatic increase across all industries. The number of respondents in the banking and telecom sectors using personalized video will double over the next couple of years while at least 60% of respondents in nearly every other industry plan to embrace video as part of their communication focus.

Preferred channel to get a problem resolved

Generation	Telephone	Email	Web/Mobile Chat	Mobile Messaging	Voice Activated
Gen Z (18 – 24)	1 42%	4 8%	2 12%	3 11%	5 7%
Millennials (25 – 39)	1 34%	4 11%	3 16%	2 17%	5 5%
Gen X (40 – 55)	1 44%	2 12%	4 11%	3 13%	5 4%
Boomers (56 or older)	1 60%	2 16%	3 7%	4 2%	5 1%

N = 2,000 consumers in the U.S. and Canada

Source: Understanding the New Digital Reality, Aspire, 2020

We also observed a rapid shift toward more bi-directional engagement, particularly in customer service, as depicted in the table above. Younger consumers are increasingly interested in engaging with their providers through real-time, bi-directional communications such as those provided by chatbots via the web or mobile messaging, (i.e., WhatsApp or Facebook Messenger). Though email appears particularly weak with Gen Z and Millennials, it should be noted that this table illustrates consumers' preferred channel for solving a problem and does not represent younger generations' attitudes toward email as a channel for transactional messages, outreach, onboarding, or general information.

OUR POINT OF VIEW

Precisely's EngageOne Communicate platform can help businesses confront the need to provide interactive, personalized digital experiences that communicate vital information in a timely manner and in a way that is easy to understand. EngageOne Communicate enables business users to easily design and deliver interactive communications independently from IT and then to monitor client interactions and results.

This first-to-market integrated, unified messaging tool sits on a SaaS platform that allows users to manage personalized communications, videos, and intelligent chatbots in a self-service environment. For example, email and SMS messages can include a highly personalized interactive video along with seamless links to a chatbot that can answer questions or provide more information. EngageOne Communicate’s unified approach to communications design and content management, including a shared user interface, is unique. Furthermore, its ability to employ AI to drive voiceovers in personalized video and pull information on each client into the chatbot, all under the management of a business user, is another strength.

The platform is a secure, multi-tenant, highly scalable solution with an interface that supports simple drag-and-drop functionality along with *progressive disclosure*, a system that gradually introduces new features and tools to the user as they progress through the process instead of overwhelming them with a myriad of options from the start. Message customization goes beyond data and includes support for PDFs, QR codes, custom layouts and dynamic images.

Other benefits include:

- Business users can manage communications without IT support
- Easy integration and flow of digital technologies like personalized, interactive video and chatbots into email and SMS
- Communications are optimized for mobile devices, making it easy for the user to view, consume, and take action
- Easy to import and use data on hand for personalization
- Simple to set conditions that reserve specific content for customers who meet the criteria
- A single location for key performance metrics across all channels and for each communication type

All-in-all, EngageOne Communicate makes the complex simple across the board, from analytics —which are presented in a manner that is easier and faster for

users to understand—to statistics that show them how their communications are performing across different channels. Combined, these elements should help organizations make the most of their customer communications to instill trust, demonstrate empathy, engender brand loyalty, and generate better business outcomes.

ABOUT ASPIRE

Aspire Customer Communications Services is a technology strategy firm, specializing in customer communications management (CCM) and digital customer experience (DCX). The company offers strategic, industry-leading advice to enterprise end-users, technology vendors, and service providers. Visit aspireleaderboard.com for our CCM industry portal or aspireccs.com for our consultancy website.

ABOUT PRECISELY

Precisely is the global leader in data integrity, providing accuracy, consistency, and context in data for 12,000 customers in more than 100 countries, including 90 percent of the Fortune 100. Precisely's data integration, data quality, location intelligence, data enrichment and customer engagement products are designed to power better business decisions to create better outcomes. Learn more at www.precisely.com.

Precisely EngageOne offers a range of products that can help businesses use data-driven insights to create relevant, seamless interactive engagements with their customers.