

mengage

DEFINITIVE BUYER'S GUIDE TO CUSTOMER ENGAGEMENT PLATFORM

VOLUME 1



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Introduction

Customer Engagement Platform - the Panacea for All CX and Customer-Centric Issues

‘You’ve got to start with the customer experience and work back toward the technology, not the other way around.’

- Steve Jobs

We live in a world with customer experiences connected across multiple devices and channels, where customers have a plethora of product and service options to choose from. Quality of experience is effectively taking over price as the key differentiator between offerings. Hence, it is imperative for brands to adopt a customer-centric approach. Understanding and analyzing user behavior is the key to providing personalized and relevant experience, which, in turn, increases conversion, retains existing users and creates brand loyalists.

The journey to becoming a customer-obsessed brand is long, hard and riddled with issues of

understanding user behavior, personalizing recommendations, dissolving silos between analytics, engagement and automation, and enhancing cross-team collaboration. But as the saying goes, ‘a journey of a thousand miles begins with a single step.’ That single step is implementing an intelligent Customer Engagement Platform!

If properly implemented, the right Customer Engagement Platform breaks down silos, breeds collaboration, helps you better understand customer behavior, and improves segmentation and targeting to drive increase in conversions while simultaneously boosting retention. But how do you find the right Customer Engagement Platform for your business? This e-book uncovers the core capabilities you need to look for while solving the buy vs. build and point vs. integrated solution debate, to help you choose the right technology to add to your martech stack. Ready for the journey to find the right Customer Engagement Platform?



Change in customer behaviour, attitude, and psyche

In a world that is becoming increasingly digital-first and bolstered by social media networks, customers are driving when, where and how they engage with brands. Customers have become the sculptors of their own experience in the truest sense of the word, demanding and expecting service, thereby shaping the product offerings they then consume. The digital revolution has armed customers with an ever expanding range of product and service choices and provided a platform to share their experience. Gone are the days of brands dictating and influencing customer expectations. We are in a new era of skepticism and careful inspection of brand promises. While

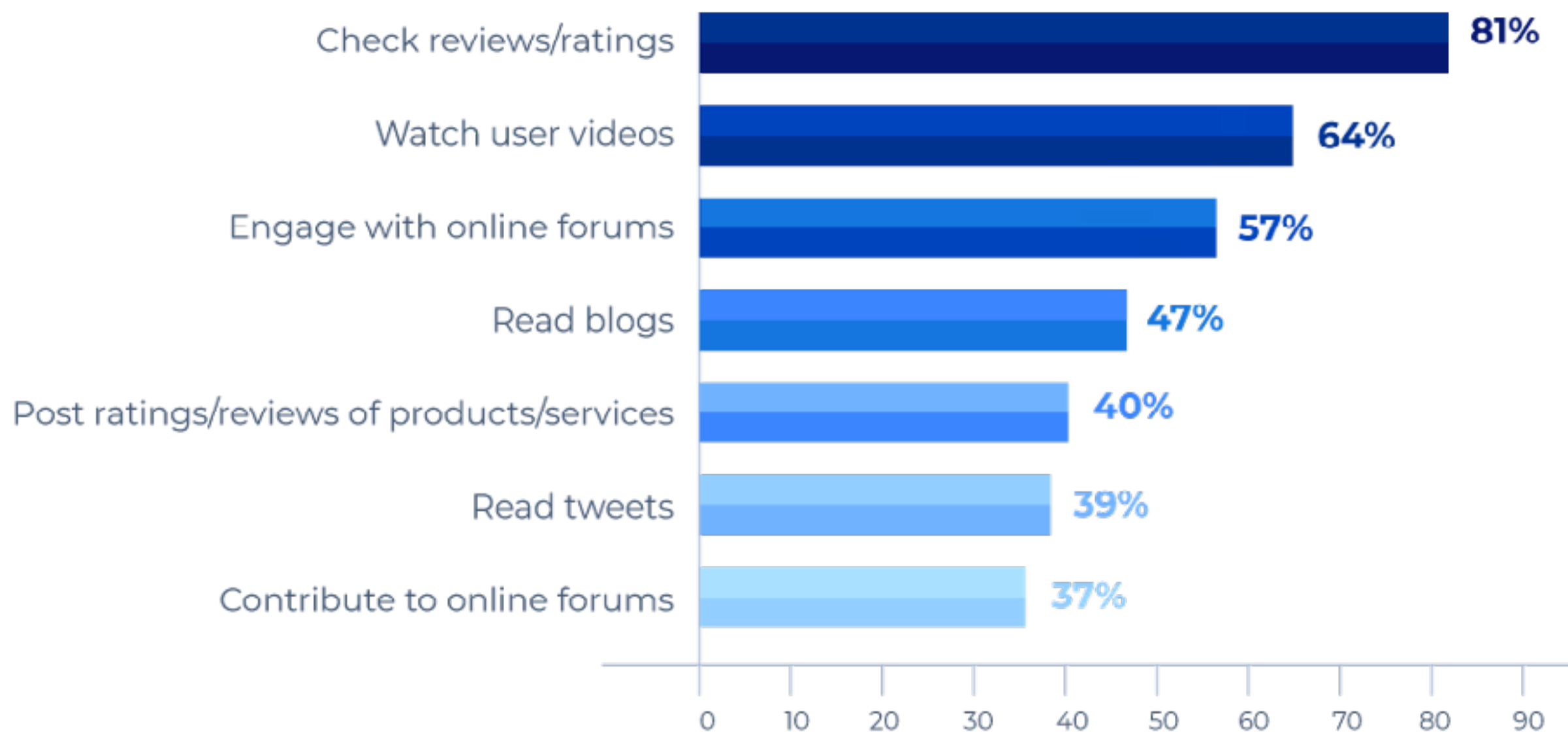
option-fatigue and the tyranny of choices have affected the decision making process, price comparison engines, coupled with voices of Key Opinion Leaders (KOLs) and influencers, are helping users make informed purchases.

The ever widening gap between customer expectations and a brand's ability to fulfill them is one of the biggest issues that contemporary marketers are aiming to resolve. In order to understand how customer expectations have altered, it is important to take note of changes in user activity and attitudes along with how they affect purchase decisions.

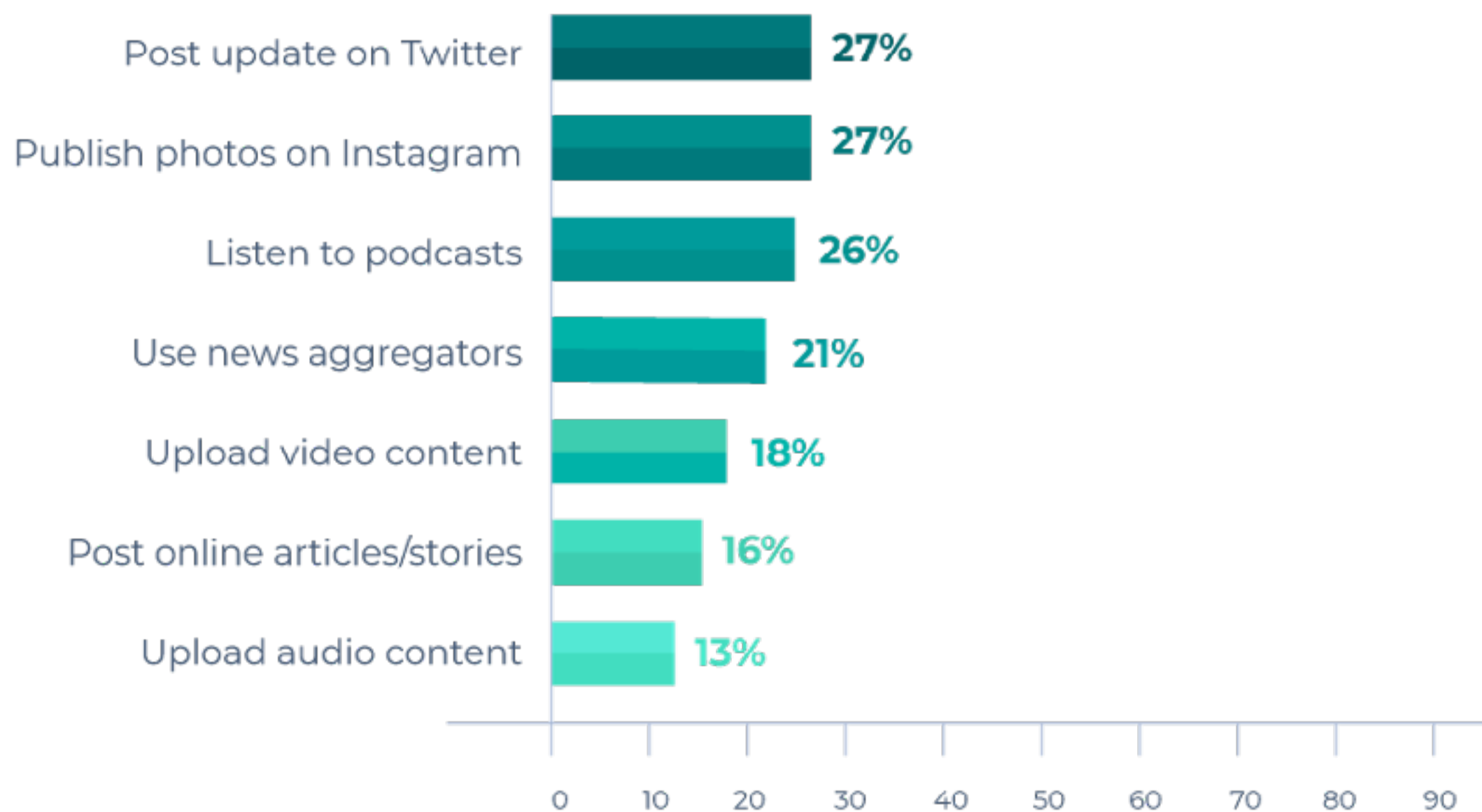


User activity & attitudes

Passive Consumers



Active Consumers



Source: Deloitte research for UK consumers

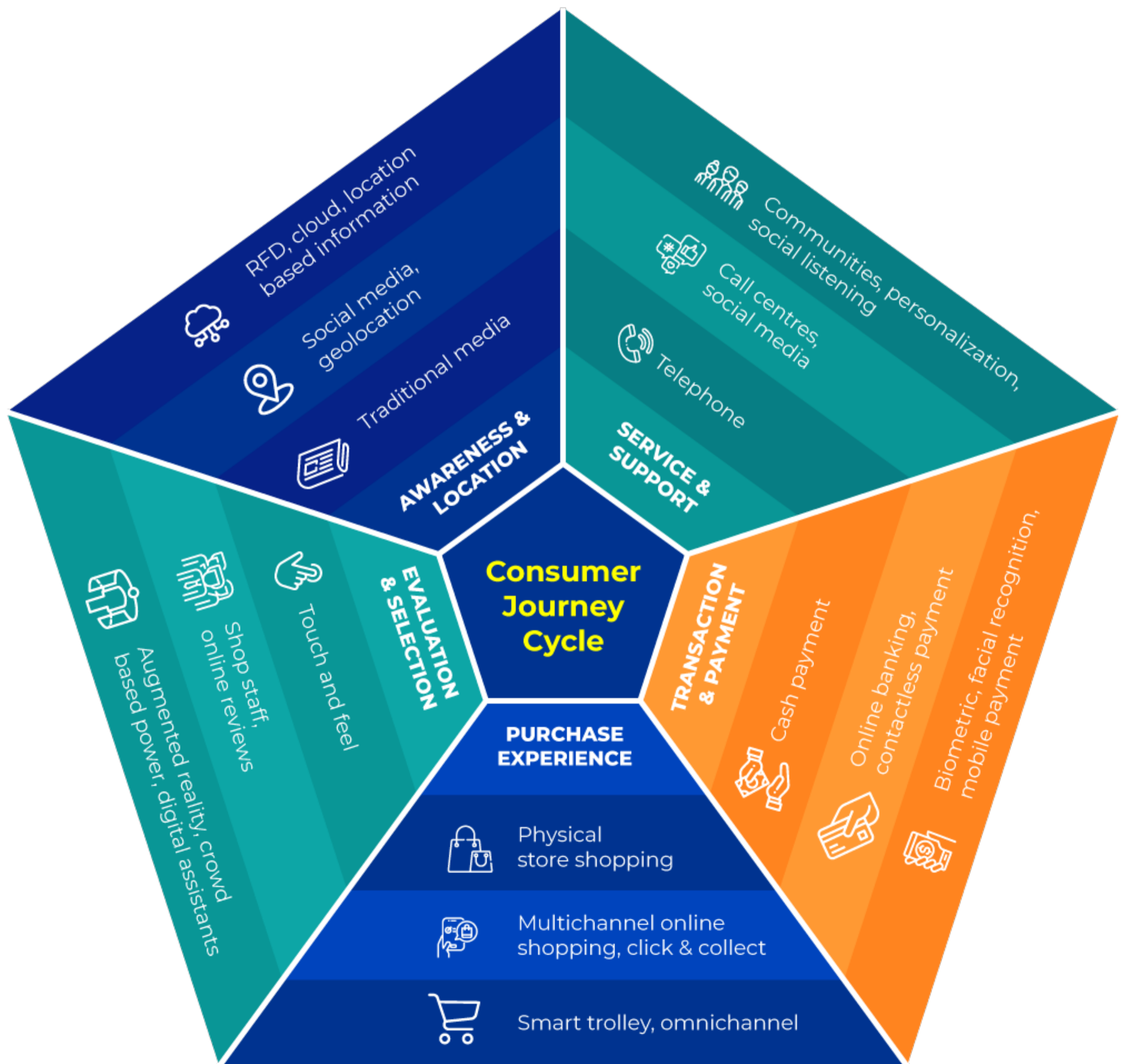
In essence, customers are actively pulling information (from reviews, ratings, social media chatter) rather than have brands push it to them (advertising channels). This extends beyond the purchase phase and well into the post-purchase stage where the

same customers share their experiences, in turn influencing prospective buyers. It is about time that brands shed their siloed approach to tackling different touchpoints and start consolidating user engagement across all channels through consistent communication.

Modern purchase path

The shift in power dynamics between customers and brands has reshaped the traditional purchase path. What was once a selection funnel has morphed into a cycle where customers have the choice to decide how they interact and engage with brands across several

touchpoints. The modern purchase path, driven by technological advancement and multiple information sources, has taken products out of store shelves and put them inside the digital ecosystem, transcending geographical barriers to make transactions seamless and intuitive.

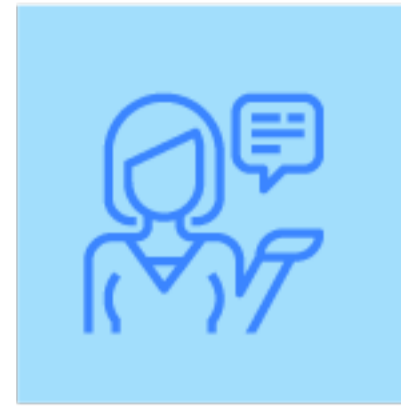


There has been a massive paradigm shift, one that has changed the customer-brand relationship from supply driven to demand driven with the former in the driver's seat.

Tenets for customer-centricity



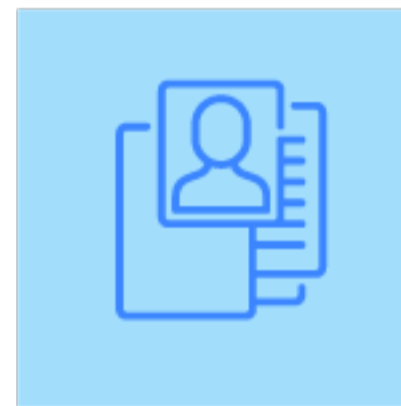
Figure out the right customer engagement approach across categories, touchpoints and channels, ranging from active engagement to careful monitoring.



Ditch hard-sell in favor of educating and informing users through marketing communication.



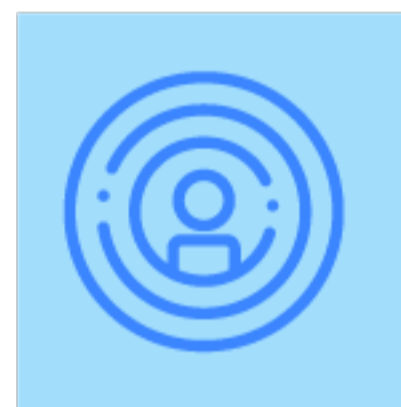
Set up self-help avenues across the customer journey to encourage independent decision making, without any hand holding, to create a positive experience and drive trust and loyalty.



Develop or invest in technology that has capabilities to track, collate and analyze customer data, behavior and patterns across various channels and touchpoints along individual customer journeys.



Use the collated and analyzed information to provide a targeted and personalized experience to each customer in real time. Use instant geo-targeted alerts via 'push' messages and automated and personalized emails based on user activity on website/social platform etc.



Cascade a customer-centric approach throughout the organization, from top to bottom, ensuring that all teams are aware of the role they play in customer engagement and providing a delightful customer experience.



Manage the brand's social media platforms to maintain the brand image and value by actively engaging with the user community and sharing their positive experience for others to see.

Evolution of customer engagement

While the omnichannel approach spanning multiple devices and driven by seamless customer experience offers a huge scope to engage users, it comes with several challenges:

Information gap: The customer profile is often limited to an ID or a transaction with limited information about preference and device type.

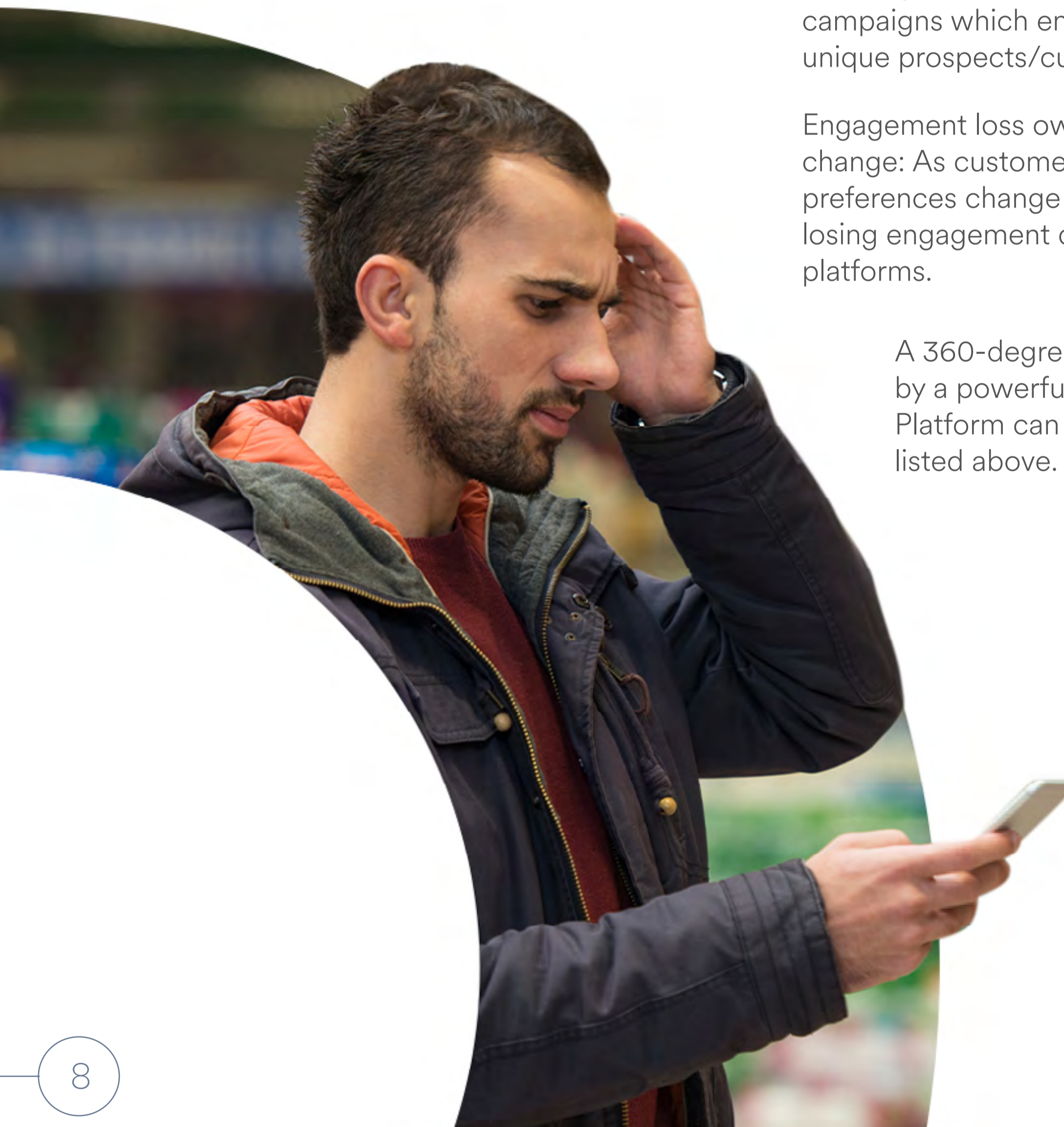
Lack of cohesion between online and offline avatars: Mapping the offline customer identity to the online one can be particularly difficult due to silos, lack of continuous data flow and loss or leakage of data across vendors.

Broken continuity among customer profiles: Owing to cross-channel interaction across multiple devices, identifying and mapping the various profiles of a single customer becomes difficult, leading to loss of continuity.

Running guesswork-based campaigns: While cookies provide basic information such as device type, they seldom provide anything in-depth to frame a targeted engagement campaign. This leads to the creation of generic campaigns which end up failing to engage unique prospects/customers.

Engagement loss owing to device or platform change: As customer device or platform preferences change over time, there is a risk of losing engagement data built on older devices/platforms.

A 360-degree customer view enabled by a powerful Customer Engagement Platform can eliminate the pain points listed above.



Here's a look at how customer engagement and targeted marketing have changed, primarily driven by development in data analytics and segmentation.

The marketer's evolution through customer identity management



Source: Martech Advisor





Engagement platform as growth enabler

A Customer Engagement Platform is a single portal that centralizes, optimizes, tracks and analyzes every customer interaction across several touch points throughout the customer journey, helping brands provide a personalized and delightful experience. From CRM to inbox, social media, calendars and more, a Customer Engagement Platform consolidates all channels used by marketing teams to engage customers. Starting from customer communications,

such a platform goes all the way to tracking behavior and industry patterns, analyzing all the data that a platform provides, helping teams efficiently respond to inquiries, and personalizing and testing campaigns to ensure optimum customer engagement. This solution also aids in streamlining account-based revenue teams by improving efficiency across acquisition, retention, up/cross sell and expansion.



Nike Hong Kong were able to get a significant **revenue uplift**, a massive **110% increase** in **campaign conversion rate** along with **32.5% improvement** in **website visits** by running targeted **welcome, cart** and **browse abandonment campaigns**. They achieved this by **segmenting** the audience into definitive groups based on purchase history, device preference and lifecycle stage. Foregoing guesswork, the team at Nike HK are experimenting with **personalized recommendations** on their online stores in **real time**.

Armed with data analytics, a Customer Engagement Platform -

 <p>Enables brands to monitor customer journeys and figure out relevant engagement opportunities.</p>	 <p>Delivers targeted communication by deducing patterns from behavioral insights.</p>	 <p>Helps customer service teams provide relevant communication by leveraging user data.</p>	 <p>Creates smart and relevant user segments to provide personalized experience.</p>
 <p>Frames productive workflows for better collaboration and information sharing across teams, thus increasing efficiency of business processes.</p>	 <p>Optimizes omnichannel engagement and maintains consistency in cross-channel communication viz. email, SMS, push, live chat, social platforms etc.</p>	 <p>Sets goals and metrics for engagement campaigns and measures the results.</p>	


By streamlining workflows, improving collaboration and automating repetitive tasks, a Customer Engagement Platform allows your customer service teams to focus on strategies that drive long term growth.

In the absence of a Customer Engagement Platform, your teams end up spending a great deal of time and effort on optimizing engagement activities. By simply integrating an engagement platform, you can improve your team's efficiency to make data-backed decisions and boost engagement metrics multi-fold.



1Weather, one of the top-rated weather apps on Google Play, with **8 million active users**, were following basic user engagement practices for regular weather update. But **page sessions were lower** than expected. The brand utilized an engagement platform's **analytic capabilities** to understand user behavior and location preferences and were able to increase app opens and overall engagement rate. 1Weather observed **25 million incremental app** opens with **10% increase** in **CTRs**.

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In order to tackle low test drive registration rate, **Toyota Turkey** optimized their mobile web experience (29.8% car searches begin on mobile) and **segmented** users based on preferences, interests and browsing history to provide personalized experiences viz. showing only few but relevant car models to home page visitors. This strategy combined with CTAs on individual model pages and exit intent pop-ups enabled the brand to **boost test drive registrations** by a mammoth **166%**.

Critical role of engagement platform for modern teams

Driving efficient revenue growth

The data-driven processes enabled by a Customer Engagement Platform help customer facing teams understand interactions and measure actions that lead to revenue uplift. Using technologies such as data science, machine learning, multivariate testing and conversation analysis, teams are now able to map revenues to each action, thus identifying what works and what doesn't. The teams can then focus only on actions that add the most value to the bottomline.

Delivering best-in-class customer experience

93% customers are likely to make repeat purchases from brands that offer excellent experience and service. Engagement is very much a part of the customer experience where users expect businesses to interact with them and address their concerns. The idea is to consistently dialogue with customers across the channels that they're most active on and deliver value. By automating grunt work, streamlining workflows and providing behavioral insights, a Customer Engagement Platform allows teams to focus on various user segments and identify gaps to add value, thus providing a seamless and delightful experience.



6THSTREET

6thStreet, the e-commerce arm of The **Apparel Group**, headquartered in Dubai (with 1750+ stores, 75+ brands, 17,000 employees, 4 continents) solved for a **shift in consumer behavior** by providing a personalized, omnichannel shopping experience. The brand eliminated silos using **channel-specific tools** and consolidating the tech stack with modern engagement platform. As a result, **repeat purchases** went **up** by **24%** and the brand also noticed a **4X growth** in **revenue contribution** from the engagement platform.

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Improving loyalty and building strong customer relationships

You can build a healthy and long lasting relationship with your customers if you effectively engage with them across all touch points instead of doing the bare minimum required for a conversion. Consistent and relevant interaction lets your customers know that you care about their needs, priorities and aspirations. Going beyond your product offering and adding real value to their life is the key to building a community of brand loyalists who will be highly engaged with your brand irrespective of your product/service pricing. Highly absorbing and regular communication with your customers will ultimately breed trust and create a community of satisfied customers who will vouch for your product/service and act as influencers promoting your business across forums.

make them interested in your offering. Frequent interaction also leads to customers better recognizing and connecting with a brand than the one they seldom hear from.

It is no surprise that engaged customers contribute significantly to a brand's revenue. In fact, research conducted by Bain & Company states that a 5% increase in customer retention can yield more than 25% rise in profits. There is no better retention tactic than actively engaging and nurturing customers. The comprehensive lifecycle journey mapped out by a Customer Engagement Platform helps in identifying unresolved pain points and reasons for likely drop offs, thus arresting churn and improving retention.

Increasing subscriber base, arresting churn and boosting retention

By setting up frequent and relevant communication with your audience, a Customer Engagement Platform helps users realize the value your brand offers, thus increasing the chances of subscription. Consistent communication will help you win over customers or, at the very least,



Airbnb has made waves in the hospitality industry where **competitors** are either forced to **replicate** their **model** or **play catch up**. The brand spent time and effort in **understanding** what the **customer fundamentally wants** and translated that into a service. Instead of asking how the hotel experience can be improved, Airbnb aimed to resolve issues such as **traveler needs** and **belongingness** to a place. By anticipating customers' needs and wants, Airbnb created a new business model providing a feeling of belonging and trustworthy service along with a sense of adventure, in return earning goodwill.

Shortening purchase cycles and improving cross-sell & up-sell opportunities

A strategy that is properly planned and executed with the help of a Customer Engagement Platform can help in shortening sales cycles, drawing in and converting prospects, and ultimately reducing the burden on your sales teams. This can be done effectively through running campaigns that inform and educate customers on best practices, while anticipating and addressing their needs. Different targeted campaigns showcasing the extra value you add (compared to your competitors) can be sent to various audience segments based on the stage of their buying journey. Such consistent engagement can help your brand stay on top of the prospect's mind and have a positive impact on their purchase decision.

The data collected and analyzed by Customer Engagement Platforms helps you better understand user behavior and preferences, thus allowing you to personalize recommendations and better target up-sell and cross-sell opportunities. This approach not only helps in providing super-relevant recommendations but also assists in improving the average LTV (lifetime value) and order size.

Carving unique brand recognition

A well planned omnichannel engagement framework with a clearcut roadmap detailing relevant, continuous and unique tone of communication will help customers differentiate your brand from the competition. In an era of widespread digital noise, every targeted asset such as a newsletter, blog and social media post will act as a weapon in forging a unique brand identity and recognition.

If you are still on the fence about adopting a Customer Engagement Platform, here's a list of warning signs to assist you in making a decision. If you notice more than one of these in your organization, it's time to invest in a Customer Engagement Platform.

CUSTOMER ENGAGEMENT SCORE CARD

Here are a few key metrics that brands can use to score their customer engagement efforts:

- Average time on site/page
- Open and click-through rates
- Social media interaction
- Number of form fills
- Customer referrals
- Repeat purchase/ renewal rate
- Repeat visit frequency
- Direct user feedback (NPS/CSAT scores or online reviews)





Kredivo is one of the fastest growing **digital payment channels** for **e-commerce** in **Indonesia** enabling buyers to apply and qualify for credit and pay back. Online shoppers make purchases across multiple devices; staying with them at every step of the way was a challenge Kredivo wanted to overcome. The brand implemented an omnichannel engagement strategy to engage and convert new users. Thanks to their Customer Engagement Platform, Kredivo noticed **64% increase** in **conversion rate** for **triggered emails** with a **20% uplift** in **push notification delivery**.

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What more do you do for your customers if you're already an industry leader? Well, **Starbucks** has the answer - make your **loyal customers feel** all the more **special**. The brand achieved this through **Starbucks Reserve Roastery** which provided **loyalists** a chance to speak with **specialists**, be a part of the **brewing process** and **sample a variety of flavors**. By giving this insider look, the company not only engaged the users but also took their experience beyond just a morning cuppa.



India's **largest online grocery store**, with 4 million+ downloads, **BigBasket** was struggling with **low push notification delivery** across **Chinese OEM devices** owing to OS and device-level restrictions. With **51%** of the **Indian smartphone market** comprising of **Chinese OEM devices**, the drop in push notification delivery and engagement negatively impacted Bigbasket's business. To overcome this restriction Bigbasket implemented **Push Amplification SDK** which is designed to act as a fall back to Google Cloud Messaging and reach Chinese OEM devices directly. With this implementation, Bigbasket observed **10% aggregate increase** in **push notification delivery** and **16%** more **conversions**.

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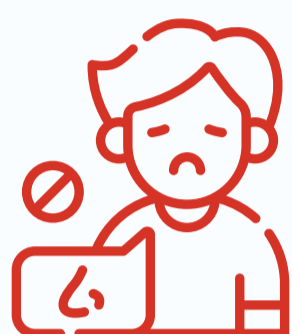
Vedantu, India's leading online tutoring platform with 500+ teachers, 40000+ students across 1000+ cities and 30+ countries, wasn't able to reach the right customers with the right messaging, affecting their engagement strategy. The brand used **Push Amplification SDK** to maximize its reach with relevant messaging across different levels of the onboarding journey. As a result, it observed a **12% uplift** in **Push Delivery Rates** across all devices and a **6% increase** in **adoption** and **engagement**.

[Read More](#)

If you are still on the fence about adopting a Customer Engagement Platform, here's a list of warning signs to assist you in making a decision. If you notice more than one of these in your organization, it's time to invest in a Customer Engagement Platform.

Warning signs highlighting need for an engagement platform

While weighing the pros and cons of integrating a customer engagement platform, don't forget to factor in the revenue loss from missed sales opportunities, burden of manual data entry and workflows, breakdown of inter-team collaboration and inability to provide personalized and targeted experience to each customer.



Inefficient and unproductive business processes:

In the absence of a Customer Engagement Platform, teams, especially sales, work in silos. with communication scattered across various channels. This, in turn, affects overall efficiency and negatively affects the sale success. A customer Engagement Platform automates most manual and repetitive processes, reducing the burden on teams by consolidating all customer interactions in one place. This leads to improved productivity, efficiency and even revenue per salesperson.



Lack of data and insights:

Without a tool that collects and analyzes customer data, you're missing a clear understanding of your customer. Built-in data analysis and reporting capabilities of a Customer Engagement Platform help you better understand user behavior. Through detailed insights into buying habits, likes and preferred communication channels, you can target customers better.



Lack of team collaboration and accountability:

Not having a platform that enables tracking of interdepartmental functions creates silos, offering no visibility into each other's work. In essence, teams don't collaborate and hence don't understand how their work impacts others and vice versa. This leads to customers and prospects being bounced around as teams are unsure of their needs. Often, due to no one taking charge, a customer leaves or a sales opportunity falls through. A Customer Engagement Platform provides the much needed visibility into customer interaction and lifecycle, helping teams address customer needs, understand drop offs and improve accordingly.



Untapped selling potential and opportunities:

Manual tracking and nurturing of leads eventually results in loss of sales opportunities. By leveraging capabilities of a Customer Engagement Platform, follow ups can be automated. Nurture programs can be seamlessly picked up through the data and insights collected on the platform, effectively restarting conversations and adding value.



Scope of scalability:

Given that a customer engagement platform helps in optimizing user experience, sale opportunities, team collaboration, visibility, customer targeting etc. the question that needs to be asked is, "what is the scope of scaling as your business grows?" The Customer Engagement Platforms available today are capable of growing with your business, thus scaling and adjusting to the pace of your brand's growth.



Questionable customer satisfaction:

Low satisfaction scores, increasing complaint volume and negative response to surveys might indicate a poor experience. The reason could be something as simple as not targeting preferred channels. For instance, if a customer prefers to be reached via mobile push and you send an email, it would obviously annoy the user and account for poor customer experience. Customer Engagement Platforms provide you with insight into customer preferences and also analyze what/where you're going wrong. Such platforms allow you to target the right user segment using the right channel, improving customer satisfaction rates.

Basic Tenets of building effective customer engagement

Here's how most brands can approach drafting a winning customer engagement strategy.

- Define an ideal customer base to target all communication
- Create content based on customer history
- Create an omnichannel, definitive roadmap to improve engagement
- personalize the customer experience
- Clearly define goals and the corresponding KPIs
- Build and share your brand voice online

How to build a customer-first mindset before investing in a tool?

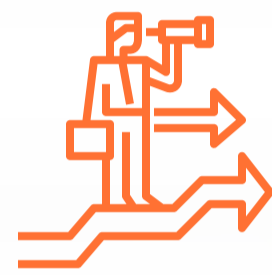
Many companies have discovered that creating and maintaining a successful business in the age of the customer depends, first and foremost, on developing a customer-centric culture. In such an environment, leaders and employees understand the company's brand promise and are committed to delivering an exceptional CX. Commitment to the customer is woven into the fabric of the organization, and it plays a critical role in aligning functions, enabling agility and spurring innovation.

Here's what you can do to establish a customer-first culture:



Develop collective focus:

Companies that provide superior customer experience have a strongly shared vision. They drive customer-obsession and centrality from top down. Customer obsession needs to be a part of executive conversations, business planning, pipeline reviews and shareholder meetings. From product developers and designers to sales, customers should be the company's number one priority. To develop a strong collective focus, invest in training, provide customer feedback to all employees and listen to employee inputs to improve customer experience.



Cultivate external perspective:

Rather than looking first at internal goals and capabilities, take an outsider perspective, looking at your brand promise from the customer lens. Continually track customer feedback and behavioral data, and determine key metrics for customer experience. Tie them to the value adds. Consider acquisition, social dialogue, referral, retention and churn rates. Leverage customer feedback by distributing it across marketing, product, sales and service.





Empower employees to spur innovation:

Because customer-focused companies need to place a premium on innovation, their policies should make risk a virtue if it produces an exceptional customer experience. To promote innovation, empower employees with information and give them the autonomy to make decisions that can improve products and services. It can help employees try out novel ideas, take carefully considered risks and feel greater ownership of the customer experience.



Focus on quality over quantity

Customer-obsessed companies are less focused on the size of their customer base but more concerned with the relationship they have with their users. They'd rather close a deal with one loyal user who will come back repeatedly instead of three quick sales that will likely churn after a couple of months.

amazon

Customer obsession is probably the most important attribute associated with Amazon. It is the first of their **14 Leadership Principles**, and the company famously leaves **one open chair in every strategic meeting to represent the customer** – a reminder that the customer should always have a seat at the table.



Prioritize retention and understand churn

Once a deal is closed, add more value to the customer's experience. It increases chances of retention (five to twenty five times cheaper than acquiring new users). To improve retention and reduce churn, understand loyalty and why customers are leaving. Analyze behavioral data, conduct surveys, and interact with customers to get a better picture.



Be driven by customer feedback

Before you make any changes to the customer experience ask your users how they feel about availing your services. Use NPS to gather quantitative and qualitative feedback so your team can make informed decisions.



Analyze and distribute customer data routinely

Analyze customer data for trends and common problems. Share your findings with the rest of your organization. This data helps marketing, sales and customer service teams delight your customers.

Being data oriented is absolutely essential to being customer-obsessed. This is backed by Forrester data which reports that insight-driven public companies are expected to grow to \$1.2 trillion in revenue in 2020 from \$333 billion in 2015.



Focus only on what matters to your customer

Being selective and being customer obsessed are seen to be at different ends of the spectrum but it couldn't be farther from the truth. One of the biggest misconceptions about customer obsession is that it means being everything to everyone or delivering unscalable wow moments each time. It actually means being great at things that your customer really cares about. It doesn't really matter if you are good at things that don't move the needle as much.



Hire the right people to create the right culture

Hiring people with a customer-centric approach to decision making and communication is essential. They should be able to make decisions by looking through the customer lens and have an authentic passion to delight customers. Selecting key metrics to measure and holding team members accountable for providing a great experience is the key to determining if your organization has succeeded in becoming customer-obsessed.



Being committed to customer obsession

Many enterprises already focus on meeting customer needs but they make the critical mistake of not doing it in real time.

A **DMS study** found that companies are seven times more likely to close a sales opportunity when they reach out to a customer within an **hour of the customer contacting them.**

Unfortunately, two-thirds of companies don't have a system for delivering real-time service. This can prove fatal as customers today have a strong voice and bad news travels fast over social media.

Change communication tone and messaging

Changing communication from me/I to us/we/you can have a major impact on how customers perceive a brand during an interaction. Right habits and mindsets can be inculcated by practicing customer-obsessed language during routine conversations with co-workers, partners and stakeholders.

Perks of being customer-centric

According to Forrester's Customer Index

CX leaders **gained 43%** in performance compared to CX laggards who saw a **33.9% decrease**.

Outperforming companies are **54% more likely to collaborate** extensively with their customers.

Outperforming companies are **24% more likely to give customers a seat** at the boardroom table.

86% of buyers will **pay more** for a better experience.

A customer is **4X more likely to buy from a competitor** if the problem is service related vs price or product related.

70% of buying experiences are based on how the customer feels they are **being treated**.

Boeing Training & Flight Services prioritized customer centricity as a growth acceleration strategy after realizing that in order to be successful, they needed to be more focused on customers than ever.

Use cases from some of the most Customer-obsessed companies



Hilton provides incredibly personalized service and a seamless connection between offline and online interactions. The brand has earned an ACSI (American Customer Satisfaction Index) score of 80, tied for the best among hotels. Innovation is part of the organization, evident from Connected Rooms, which remembers a guest's preferences such as favorite TV channels, room temperature and light settings, thus making automatic adjustments each time the customer checks in.



As Slack has grown rapidly in recent years, employees have become experts in certain areas instead of trying to understand the entire product. This approach gives employees ownership and streamlines customer service. Customer service and engineering work together to track customer concerns and feedback, and make regular adjustments to the products to best meet customer needs.



Earning a 2019 ACSI score of 86, Chick-fil-A tied for the best overall across all industries. Chick-fil-A takes advantage of innovative technologies such as a high-quality app for mobile ordering and in-person management of busy drive-throughs during rush times. Chick-fil-A is also committed to sustainability, announcing plans to reduce construction waste, and has made excellent progress in sourcing antibiotic-free chicken and cage-free eggs.



With a Net Promoter Score four times the average score for banking, USAA has loyal customers because it treats them like people, not just numbers. USAA appreciates employee feedback and has put hundreds of employee suggestions into practice. Innovation is encouraged and expected with a best-in-class mobile app that supports augmented reality. Every channel is designed to be used the way customers naturally use them.



Natura, the Brazil-based cosmetics company, was named the 15th most sustainable company in the world in 2019 owing to the continued efforts to source sustainable ingredients from the Amazon and providing 2,000+ jobs to locals. Natura also has an industry-leading digital strategy that relies heavily on mobile. The streamlined communication helps them gather valuable customer data to personalize and improve user experience.

Conclusion

With a plethora of readily available choices, and powered by social media the modern customer has changed. They have become more decisive, have strong preferences and dislikes, and demand a seamless experience across all channels. In this era of redefined customer demands, brands need to understand user behavior and adapt their engagement strategies accordingly.

Through volume one of our buyer's guide, we have tried to address these concerns by laying down the change in customer behavior and usage patterns, analyzing modern purchase path, highlighting evolution of engagement and targeting, and providing the basic tenets for being customer-centric.

We have also discussed the critical role played by an engagement platform in driving revenue growth, and the warning signs that you need one.

We hope that you now understand the importance of building a customer-first mindset in your organization, and integrating an engagement platform in your martech stack. Check out **volume two** to understand the barriers to implementing an engagement platform and get an exhaustive selection criteria checklist for choosing the right engagement platform!



About MoEngage

MoEngage is an intelligent customer engagement platform, built for the user-obsessed marketer. With AI-powered customer journey orchestration, personalization capabilities, and in-built analytics, MoEngage enables hyper-personalization at scale across mobile, email, web, SMS, and messaging channels. Fortune 500 brands and Enterprises across 35+ countries such as Deutsche Telekom, Samsung, Ally Financial, Vodafone, and McAfee along with internet-first brands such as Flipkart, Ola, OYO, Bigbasket, and Tokopedia use MoEngage to orchestrate efficient customer engagement. The recent Gartner Magic Quadrant 2020

named MoEngage as the Leader under Mobile Marketing Platforms. Also, MoEngage has been identified as a Strong Performer in Forrester Wave Mobile Engagement Automation 2020 report.

To learn more about an intelligent Customer Engagement Platform, visit: www.moengage.com

For any questions related to the e-book, please reach out to content@moengage.com



Additional reading

Discover new growth paths and engagement strategies with an intelligent platform that is always evolving, driven by innovation and customer obsession.

Banking in the era of connected customer: Emerging trends for banking & fintech

Boost user engagement using Push Notification Delivery Prediction Framework

Get ready-to-implement engagement campaign workflows with Retail Marketing Guide