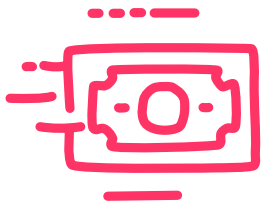# odigo

Simple steps to nurture customer loyalty

A guide for the retail sector

Introduction

In the retail world, what customers buy has become an expression of who they are. The rise of eCommerce delivers diverse consumer choice but intense company competition alongside that. There is also growing consumer awareness of brand values and increasingly ethical concerns are affecting buying habits. As a result, the need for communication and connection has never been greater.

The idea of brand differentiation is nothing new. In-store face-to-face services, welcoming staff and online personal shoppers have often been a feature of luxury brands using enhanced service to stand out. Contact centres themselves can deliver the type of modern stand-out messaging that companies should consider a solid foundation for brand differentiation. Contact Centre as a Service (CCaaS) solutions can be instrumental in such a strategy with both reactive and proactive interactions.

This guide will discuss four simple steps any retailer can employ, using CCaaS solutions, to help them stand out to their target demographic:

- Make personalisation standard service

- Be the first to engage

- Meet your customers across multiple channels

- Define your brand with clear messaging

Make personalisation standard service

If customers are expressing themselves through their purchases, personalisation strategies show that retailers are listening.

71%
of consumers expect personalisation

30%
left a favoured brand because they didn't feel valued as a customer

53%
felt frustrated by irrelevant content or offers

Personalisation has long been an element of retail customer service, but with more AI-enhanced CCaaS solutions, more detailed tailoring of interactions is possible.

- **Granular details**
  Natural language understanding (NLU) operates to harvest more details and information from customer speech or text, for example, during qualification or self-service.

- **Enhanced visibility**
  Agents have a 360-degree customer view from all channels and touchpoints in one place.

- **Greater understanding**
  Interactive widgets are easy to build and use, providing targeted information to boost customer engagement.

- **Consistent messaging**
  Omnichannel services ensure customers receive the right messages no matter how they prefer to connect.

- **Personalised choices**
  Customers can interact with self-service or via the touchpoint which most suits their needs.

- **Integrated journeys**
  No matter the route, each customer interaction can lead on from the last one accelerating them to resolution.

Be the first to engage

Proactive services are all about anticipating customer needs and making the first move.

Only 13% of customers receive proactive services. Proactive services lead to a full point increase in Net Promoter Score (NPS), Customer Satisfaction Score (CSAT), Customer Effort Score (CES).

Gartner

Proactive retail campaigns are very much a loyalty strategy; they offer ways to fill perceived customer needs before they go looking elsewhere. What they won't do, as revealed by a second **Gartner survey** in 2021, is decrease contact volumes. In fact tempting offers or less desirably, poorly constructed confusing information messages about stock levels or delivery, will have the opposite effect.

How can CCaaS solutions help deliver effective proactive campaigns?

- **Outbound call** management tools to plan, deliver and analyse effective campaigns.

- **360-degree customer views** allow easy access to information via the dashboard and efficient information filtering to help anticipate customer needs.

- **Omnichannel engagement** to maximise visibility using a customers' preferred channel.

- **Callback options** allow a customer to take the next step at a time which is convenient to them, including via omnichannel callback on any voice or digital channel.

Proactive services help recreate a more natural two-way flow of conversations with customers building connection and brand loyalty. It is also an integral part of delivering offers, promotions and rewards, a key part of many loyalty schemes. **70% of British adults** are currently members of loyalty programmes with the average Brit a member of four different loyalty programmes.

Meet your customers across multiple channels

Customer journeys are no longer as simple as walking into a store, choosing an item and paying.

›50%

of customers use 3-5 channels for a single purchase or request.

For these channels to provide complex journeys that really offer customer convenience, remember:

- **Channel integration eliminates the frustration of repetition**

  CCaaS solutions have **this capability**.

- **Individual interactions need to be visible as part of a customer's rich history**

  360-degree customer views cover voice and digital channels.

- **Simply providing choice isn't good service**

  Choices shouldn't mean compromises. Take time to make sure the channels offered are easy to find, that instructions and messages are easy to follow and reflect your brand tone.

- **Don't offer individual services, plan journeys**

  When customers use a service channel then need to search around on their own for what to do next, that's not convenience.
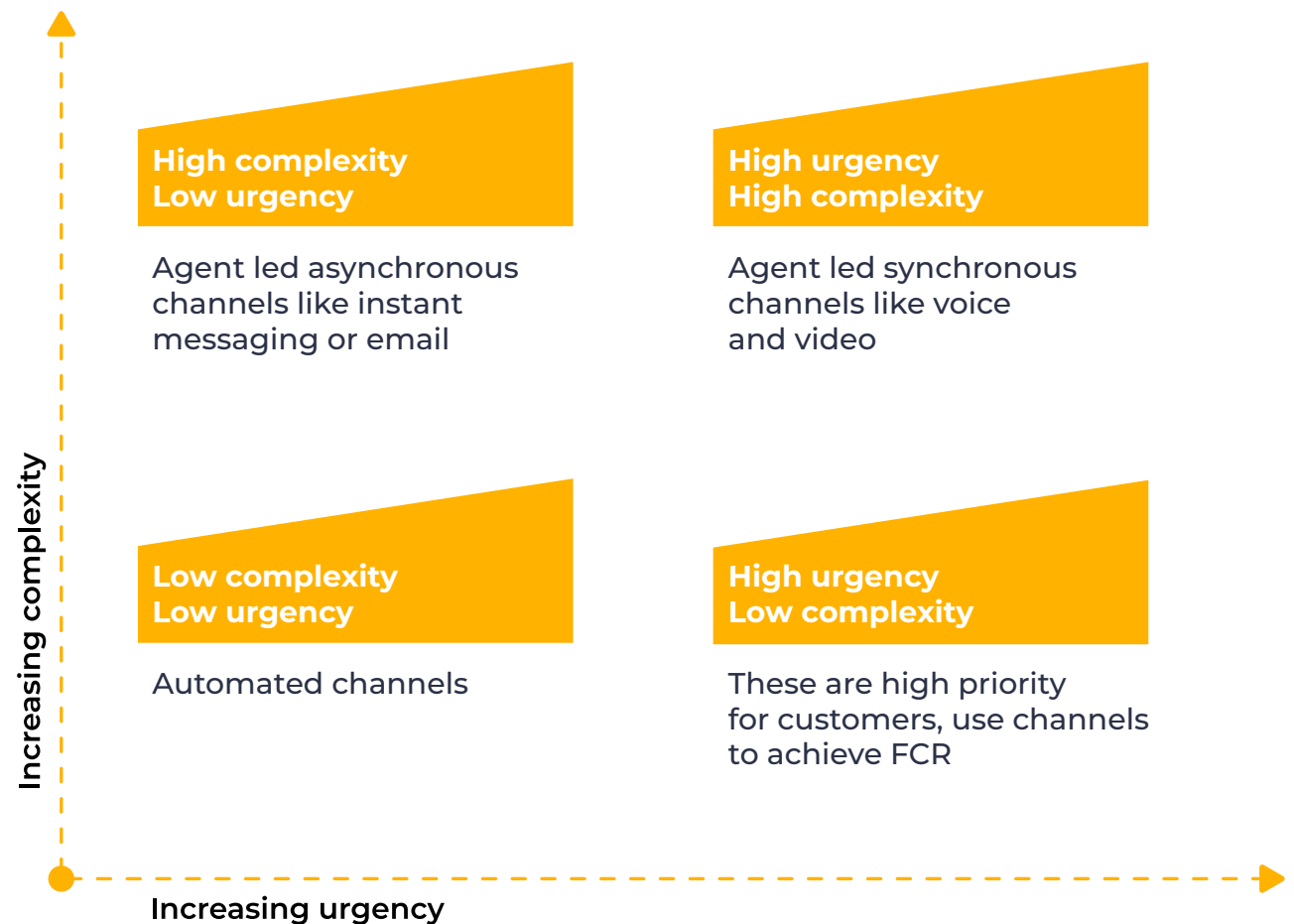
- **Every experience on every channel is time consuming and unnecessary**

  Research which channels your customer base prefers, then consider using a matrix like the one to the right, to help plan new experiences.

- **If it's broken, fix it**

  Assess a service's performance with the **analytics dashboard** and if it's poor do something, improve it or remove it!

A guide to channel choice

**High complexity
Low urgency**

Agent led asynchronous channels like instant messaging or email

**High urgency
High complexity**

Agent led synchronous channels like voice and video

**Low complexity
Low urgency**

Automated channels

**High urgency
Low complexity**

These are high priority for customers, use channels to achieve FCR

Increasing complexity

Increasing urgency

Define your brand with clear messaging

A survey from Sprout Social has revealed
just how high expectations are for brands today.
Customers want businesses to:

72%
Be positive contributors to society

48%
Raise the moral standard for others

64%
Connect with their consumers

46%
Unite people from different backgrounds

64%
Use their power to help people

43%
Act as leaders in our society

49%
Bring people together toward a common goal

This may seem like a pretty lofty set of ideals but having an active voice and taking a genuine stance on issues that concern target demographics is crucial.

61% will pay more to purchase from a trusted brand.

38% stopped buying from organisations whose values they disagreed with.

Success is no longer based on product price and quality alone. Retailers need to ensure that their brand identity is clear and consistent, and cultivating a social media presence is a part of that. Business accounts help shepherd the organic flow of comments away from unofficial groups to where accurate help and advice can be found and brand image managed. This dual purpose service and connection is also reflected in the **Sprout Social** data which revealed the social media behaviours that help brands connect with customers:

· Respond actively to customers (**55%**)

· Showcase the brand's personality (**45%**)

· Support similar causes to the consumer (**45%**)

· Participate in relevant conversations (**44%**)

· Highlight industry or category trends (**40%**)

CCaaS solutions can help brand values and identity become established in the fabric of customer service by integrating **social media** interactions into omnichannel customer journeys. Businesses can show they understand not only what customers want but what matters and motivates them.

CCaaS: empowering customer loyalty in retail

Customer loyalty is an increasingly complex equation to solve. It's not just about purchases, it's the entire experience. From browsing and inquiries to post-purchase support, customers want to feel they know the brand they are interacting with and be treated as a valued individual. Contact centres can be a major part of providing this which can give retail businesses a vital competitive edge, when the right strategies are employed.

The four elements discussed in this guide to nurture customer loyalty tap into the potential of contact centres but they require up-to-date technology with AI-enhanced functionalities. CCaaS solutions help deliver gold standard customer care by harnessing customer data, integrating experiences and augmenting agent abilities, because when it comes to customer loyalty every moment matters.

Are you interested in finding out more? Arrange a demo

About Odigo

Odigo provides Contact Centre as a Service (CCaaS) solutions that facilitate communication between large organisations and individuals using a global omnichannel management platform. With its innovative approach based on empathy and technology, Odigo enables brands to connect through the crucial human element of interaction, while also taking full advantage of the potential of digital. A pioneer in the customer experience (CX) market, the company caters to the needs of more than 250 large enterprise clients in over 100 countries.

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Customer experience inspired by empathy, driven by technology