

Personalized Customer Experience [eBook]: Create Connected Experiences on Every Channel

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Hello There!



TABLE OF CONTENT

Introduction

5

Grow your profits by caring about your customers

6

Personalization myths that prevent progression

8

Personalization truths that bring growth

9

How cool customer experiences look like

10

Benefits of personalized customer service

14

Quick ways you can provide more personalized experiences

16

What we do

17

Deliver personalized experiences on every channel

18

Our strategies

19

Over the world

20

Our clients

21

What our clients say

22



MASTERING DIGITAL EXPERIENCES TAKES TIMES AND EFFORT, BUT ONCE YOU'VE MASTERED IT, YOU CATER TO INDIVIDUAL CUSTOMER NEEDS. TRUE CONNECTION TRANSFORMS CUSTOMER EXPERIENCES.



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Welcome to our eBook

INTRODUCTION



How are you making your customers feel?

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Do you define your customer experiences as being connected or disconnected? Connected experiences are meaningful experiences. They leverage data from automated processes and systems to build valuable and more personal relationships with customers across channels.

Personalized customer experiences are more adaptable, easier to consume, and help efficiently achieve goals. With that in mind, your companies' communications should be clear and aligned with your own set of values. If you aim to succeed at customer loyalty and retention, in particular, this eBook is the perfect read for you.

How do you define customer experience?

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Is it simply a fancier name to customer support? Or is it a concept that brands have to integrate in their strategies? Do brands and customers understand customer experiences in the same way?

Firstly, customer experiences isn't a new term. Whether you are working in marketing, sales, customer support, customer experience is the overall impression you leave on your customers as a brand throughout all aspects of the customer journey.

GROW YOUR PROFITS BY CARING ABOUT YOUR CUSTOMERS

Rather than hiring more customer service agents or making mass audience-based assumptions on redesigning customer journeys, it's time to zoom in on the individual to deliver unique one-to-one customer experiences.

Mastering digital experiences is wonderful as long as you understand how each customer wants to be cared for. This is particularly challenging for companies that want to embrace digital transformation, but are not focusing on customer-led strategies.



Creating remarkable personalized customer service experiences takes time, but it's worth doing because the results will reflect the efforts.

Personalization is like manifestation. If you put in the value for your customers, they will generate value for your business.

The value can mean higher revenue, customer retention, customer loyalty, increased customer spend, online praise, positive feedback, or more.

71%

**OF CONSUMERS
FEEL FRUSTRATED
WHEN A
SHOPPING
EXPERIENCE IS
IMPERSONAL**

True personalization is about caring enough to amplify individual customers' needs and practicing active listening to keep the message authentic.

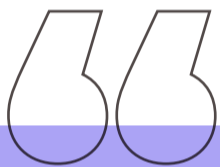
The Emotional Barometer

Every interaction, activity, and touchpoint, whether it's talking to an agent, self-service options, live chat, or emailing support, contribute to a customer's overall perception of you.

Inside every connected customer experience lies a personalization technique. According to McKinsey, personalization will be the main driver to ensure marketing and customer service success in the next five years. The major shifts are:

1. **Digitization** – using advanced analytics and AI-enabled tools, companies will be able to provide personalized offerings and customer service
2. **Empathy** – the secret ingredient to understanding customers and truly listening to what they have to say
3. **Seamless journeys** – connecting all the data achieved from different interactions across channels and bringing it home to plan the next level of personalization

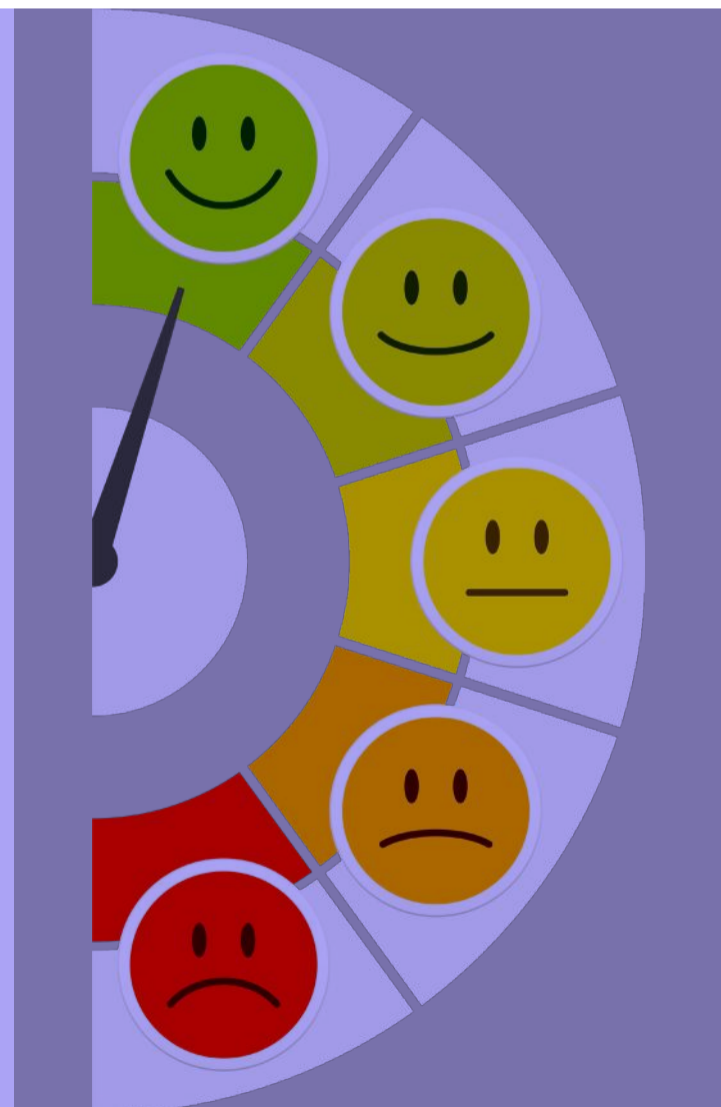
PERSONALIZATION ALLOWS BRANDS TO HAVE 1:1 CONVERSATIONS WITH THEIR CUSTOMERS ON THE CHANNELS OF THEIR CHOICE. AI AND MACHINE LEARNING ARE TECHNIQUES THAT SHOULD BE APPLIED IN MOST CUSTOMER COMMUNICATIONS.



MOVE YOUR CUSTOMERS FROM FEELING FRUSTRATED TO FEELING CONTENT AND HAPPY.

Chief marketing officers are under immense pressure to adapt to the ever-changing customer behaviors and expectations. Before, a robust digital marketing strategy was enough. Now, their biggest challenge is to be innovative and create more authentic customer interactions. With competition getting smarter in oversaturated industries, data gets more detailed, new channels become more popular, and consumer expectations become more complex.

So, how can retailers win? They need to harness the power of artificial intelligence and data analytics to create hyper-personalized marketing strategies. One area included as part of the strategy is brand-customer communications.



Personalization Myths That Prevent Progression



Personalization is ineffective

Although personalizing customer experiences don't happen overnight, there is proof that it's worthwhile doing. Personalization can reduce acquisition costs by as much as 50%, lift revenues by 5-15%, and increase marketing spend efficiency by 10-30%, shows a study by McKinsey.

Personalization takes long to implement

Taking ownership over personalizing customer interactions is not an easy task, but it's certainly not difficult to implement. Enabling content triggers and hands-on guidance on different platforms for individual groups is also an easy-to-do project. There are multiple automation tools to help you set all of these parameters.

You should use personalization for ads only

Personalized advertising used to be known as interest-based advertising and it was used to improve advertising relevancy for users. The same principle applies to more than ads or emails. Personalization should be included in every channel used by organizations.

Every personalization technique works the same

Not every strategy or tool works the same for everyone. For instance, demographics might be an important metric for a local small company, but not for a competitor in a different country.

The first step in personalizing customer journeys is to ask yourself what type of action you want your customer to make and guide them towards it.

Personalization Truths That Bring Growth

1

Customers want personalization to get discounts

According to Retail TouchPoints, more than 50% of consumers are willing to share information on products they like to get personalized discounts. Although it's critical to capture as much data as possible to create super-personalized offers, don't be more intrusive than your consumers expect.



50%

Of consumers are willing to share more information with brands

2

Digital businesses invest in personalized strategies

A new Forrester study shows how businesses need to evolve through personalization. In their view, this is moving from tactical segmentation to strategic individualization. However, not many companies have succeeded to reach a level of maturity. Making the move to personalization means understanding data, gathering specific information, and delivering contextual and valuable experiences.



74%

Of people believe personalization impacts customer relationships

3

Personalization brings a higher ROI

Personalization has proven to increase loyalty, retention, and conversion rates. There is no doubt that segmenting and personalizing offers and messaging based on all customer interactions will bring more results than poorly made targeting. A few ideas to start personalization is by applying it to emails, ad retargeting and remarketing, and text messaging.



3x > ROI

Personalizing offers brings more results than poor targeting

4

Customers expect connected journeys

76% of customers expect consistent interactions across departments, yet 54% say it generally feels like sales, service, and marketing teams don't share information. A customer journey has multiple touchpoints with different departments and team members. Consistency in customer service ensures positive customer experiences and long-lasting relationships with the brand.



76%

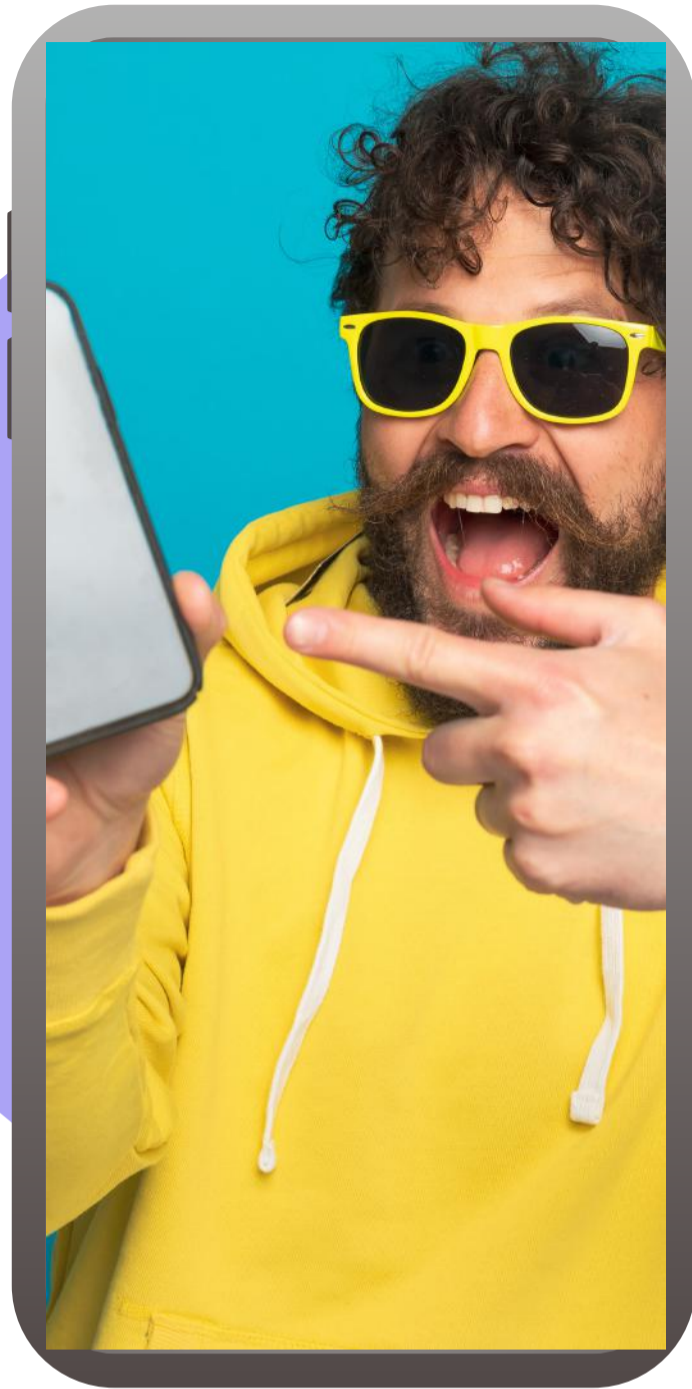
Of customers expect consistent interactions

How Cool Customer Experiences Look Like

Deliver compelling customer journeys in all areas of the business

A great customer experience is more than a good product or service that people can buy. When your goal is to retain customers and make them feel valued, companies need to invest in creating compelling journeys in all areas of the business.

To stand out of the competition and create personalized customer experiences, you have to:



- Create customer-centric experiences
- Micro-targeted campaigns
- Deliver high-quality customer support
- Create an emotional connection with customers
- Put customers at the center of marketing, sales, customer service strategies

Round all of these steps into a strategy

Providing a memorable customer experience stimulates positive feelings and you can achieve these by monitoring existing customer journeys and sending regular proactive communications on each channel. Focus on sending the relevant message to the individual customer on their preferred channel.

Airbnb Combines Customer Experience and UX Beautifully

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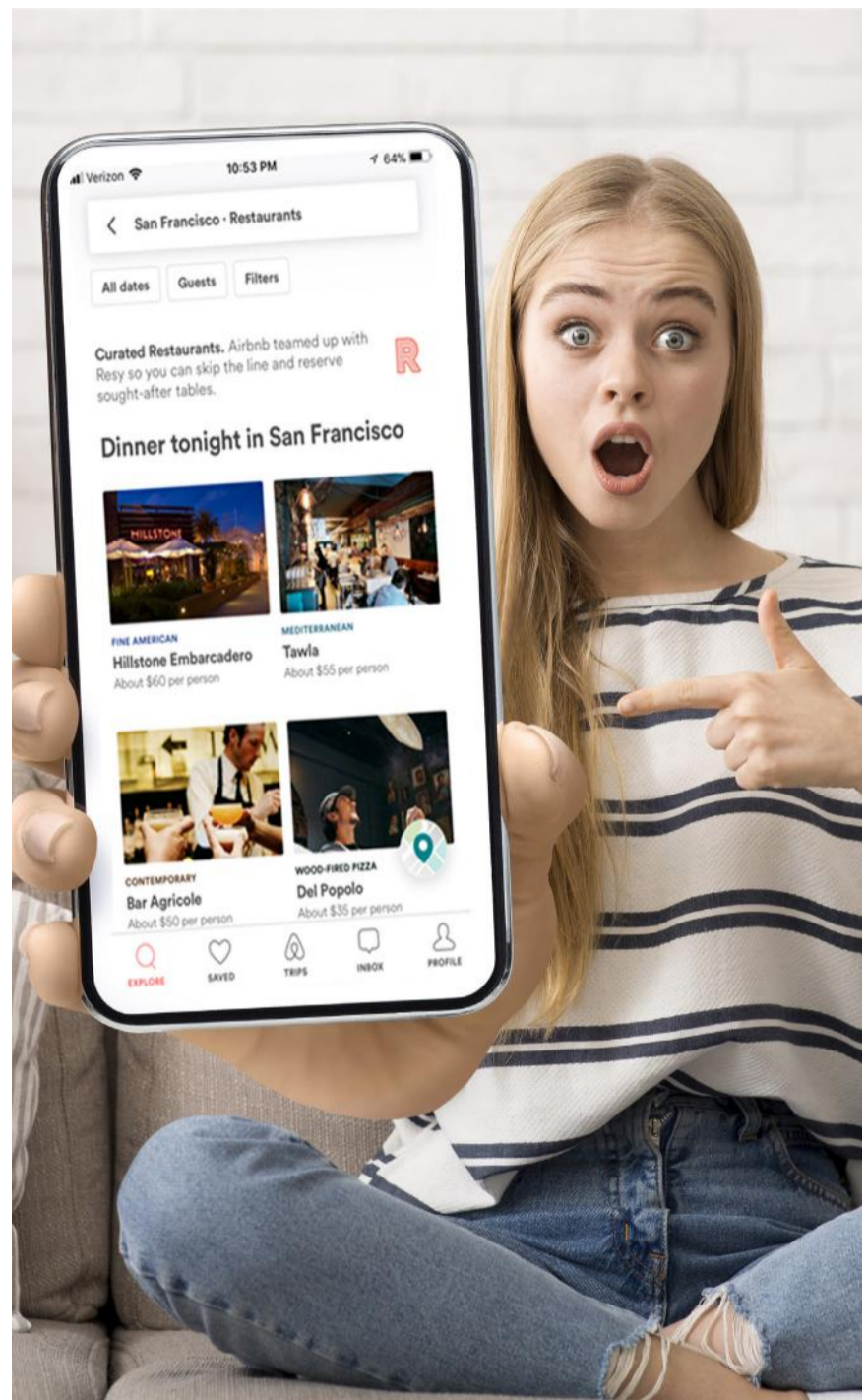
Airbnb is a travel booking app that makes accommodation very easy. Their two goals are to provide renting options to travelers and help out people who want to rent their space. Both audiences are on the same platform, but they have different journeys.

So you can either be a host or book a place to stay, or both! Additionally, the branding stays consistent across all devices, making the customer interactions as smooth as possible. For people who book a place to stay, they go as far as providing additional experiences such as hiking, photography tours, travel guides, going to a pub crawl, and a lot of cool activities.

Sometimes, I feel like they know what your interests are because you get very customized experiences in your inbox, and the closer the travel date, the more useful information you receive.

Secondly, Airbnb opened its platform to people who want to provide travelers with awesome experiences. A chef can rent out his space to provide a fine dining experience. A photographer can take people to cool places and offer them an instant photo shooting. And people who want to learn more about the history of a place can book tour guides.

Now, that's a personalized customer experience.



150m

Over 150 million worldwide users have booked 800 million stays. Airbnb's current valuation is \$110 billion.



4m

Over 4 million hosts have listing on Airbnb. The average host earns \$9,600 annually.

Casper Is Staying Up with Its Customers

Casper is a mattress company that is acing the customer experience game. The ship-to-your-home mattress company created a free chatbot that keeps insomniacs company. To activate the bot, customers can simply text "Insomnobot3000" from their phones, and they can talk in real-time with the chatbots about whatever they want.

While capturing customer information such as mobile phone numbers, the company is able to send personalized offers, promotions, and discounts. This is an example of a smart marketing idea for valuing customers while increasing revenue.

Because of this genius idea, Casper was able to pull in \$100 million in sales in just the first year of launching the chatbot. The learned lesson is you can humanize conversations and connect with your audience in an emphatic way, increasing your customer retention chances.

Why choose chatbots for your business

A chatbot can create a simulation of human conversation online, no matter the time of the day. As chatbots advances, it learns.

So your customers can have sophisticated conversations that help them solve urgent inquiries.



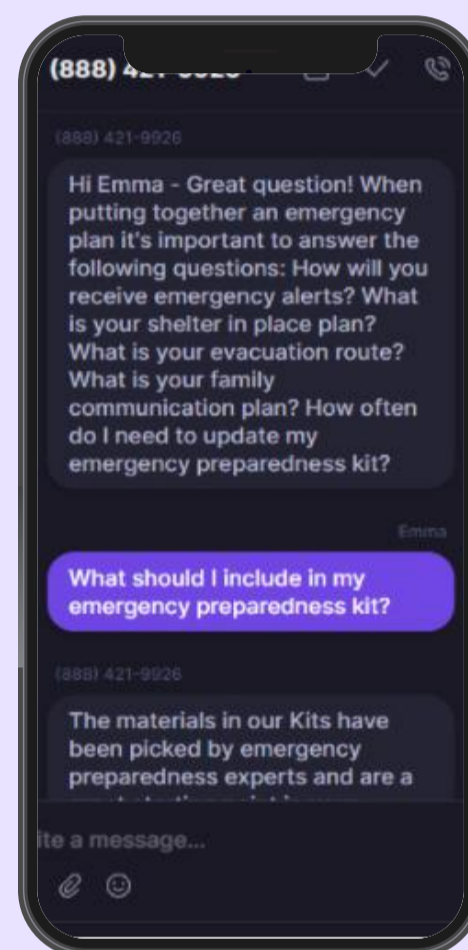
Judy Makes Customers Feel Safe

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Inefficient communication can have a lot of negative effects. One of the most common reasons for poor response is an outdated system or no communication from the brand.

Sending SMS in bulk to thousands of people in situations where immediate actions is necessary can make a difference.

Automating SMS communication is easy to do and gets instant communication to customers.



Effective Communication Works Wonders for Customers

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JUDY is a supplier of emergency products, from ready-to-go survival kits to portable power stations, first aid essentials, and more.

They are using a popular channel like SMS for their customer communications. Once you sign-up to receive SMS notifications from them, you will receive promotional and personalized SMS messages.

You can get additional information on disaster preparation, what an emergency kit should include, and how to prepare in a life-threatening situation.

SMS has great open rates and is one of the most cost-effective and popular channels. Not only do you get the messages instantly on your mobile phone, but you don't have to depend on Wi-Fi or internet data, especially in the case of an emergency.

Benefits of Personalized Customer Services



Not convinced yet?

Let us show you why personalized customer service is the greatest tool you can have. Here are a few benefits that many companies experience when personalizing experiences.

67%

67% of customers say their standards for good customer experiences are higher than ever



51%

51% of consumers say most companies fall short of their expectations for greater experience



74%

74% of online consumers are disappointed with websites if the information there isn't of their interests



THE IMPORTANCE OF PERSONALIZATION IN CUSTOMER SERVICE

Personalization makes customers feel valued and listened to. Companies that provide personalized customer experiences by documenting customer data and interactions are more successful than the ones that send impersonal offers and mass-targeting.

Personalization leads to more connected experiences and high customer retention, so cater to the exact needs and wants of your customers.

01

FASTER CUSTOMER EXPERIENCES

Personalized customer experiences provide more convenient services. Also, speed and issue resolution are two metrics that customers value in today's world. Since everything moves fast, people expect to receive high-quality customer service as soon as possible.

02

MARRY AUTOMATION TO LIVE AGENTS

Automated customer service is not a new idea. We have all been experiencing support chatbots, automated calls, and templated support emails. But a lot has changed when it comes to marrying automation with live agents.

03

EXCEED CUSTOMER EXPECTATIONS

The best interest is to find out how to identify and meet customer needs. You can do so by asking customers for feedback and regularly keeping in touch with them. Define your key metrics for customer engagement by optimizing them.

04

ACE AT ACTIVE LISTENING

Active listening is the foundation of successful communication. In customer service, this is quite serious because your brand reputation is in the game, and customers are known to be impatient. So, be sure you listen and assist customers mindfully.

Quick Ways You Can Provide More Personalized Experiences

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- ✓ **Use your customer's first name** - shockingly, there are still companies sending mass emails starting with "Dear customer..."
- ✓ **Implement a loyalty program** - keep your customers interested in latest products and services by offering them discounts
- ✓ **Multichannel customer service** - make sure you provide help on multiple channels and you have agents allocated to each one
- ✓ **Show more empathy** - respect and professionalism is one thing and being more empathetic is another; show more kindness
- ✓ **Collect and interpret data smartly** - hire data specialists to collect and process data that benefit you and your selling strategies
- ✓ **Create better transitions in customer journeys** - all your customer touchpoints need to flow without interruption
- ✓ **Be proactive** - predict frequently asked questions or issues and fix them before your customers reach out to you
- ✓ **Make product recommendations** - the data you collect can predict shopping trends and customer behaviour, so take advantage of it

The Solution

Conversational Messaging

Conversational messaging is about helping and engaging customers in every interaction with your brand on all communication channels.

- ✓ Double your productivity by automating customer support while delivering faster responses to customers.
- ✓ Evolve your AI and Machine Learning technologies to best assist your customer service agents.
- ✓ Allow businesses to send messages with rich media (images, audio, video, documents, etc.)

What We Do

VoiceSage is a Communications-Platform-as-a-Service (CPaaS) platform providing advanced, cloud-based outbound customer contact automation to businesses. Our solutions include voice, text, rich messaging, WhatsApp for Business, chatbots, and email communication.

We drive efficiency in automating messaging between brands and their customers, increasing customer satisfaction and retention. Our award-winning console is very intuitive and easy to use by business owners and managers whose goals are to maximize efficiency, profits, and customer engagement.

VoiceSage offers a complete framework for building real-time communications features without having to build your own. Organizations can fully or partially automate customer communications on every channel, and also switch from bots to agents in no time.

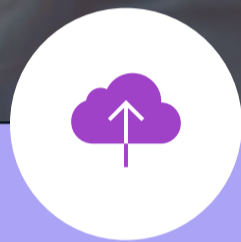


MAXIMIZE CUSTOMER ENGAGEMENT

Offer helpful advice on all your customer interaction channels. Make your brand relatable and meaningful by increasing customer retention with loyalty ms.

Use more rich media content in your business communications.

With visual enhancement comes greater engagement.



SEND INSTANT RESPONSES

Ace at customer service by automating your communications. Offer instant customer support with chatbots. The faster you solve customer issues, the more they will appreciate doing business with you.

Limit the reason for customer complaints by simply being there to support them.



OPTIMIZE EVERY CUSTOMER INTERACTION

Gather and use the feedback collected from customers. Create personalized experiences using data and leveraging customer intelligence.

Longlasting customer relationships are acquired by analyzing and nurturing every customer interaction and experience. Plan and grow them wisely.

Deliver Personalized Experiences on Every Channel

As we mentioned in the introduction of this eBook, connected customer experiences use data from automated processes and self-learning software to build meaningful relationships with customers across multiple channels. An omnichannel approach to customer service enables companies to harness the power of messaging. Whether that's SMS, rich messaging, WhatsApp, and voice, messaging has become the most popular and instant form of communication.

Due to its convenience, it has become easy to personalize customer experiences on mobile channels. Conversations occurring on mobile devices tend to be more casual and personal. So, companies can take advantage of this factor when including text messaging into the communication strategy.

Connecting messaging channels to customer support agents creates a synergy where agents have access to customer interactions, transcripts, analytics, and other essential information.

In conclusion, use personalized customer service to boost your revenue and customer retention. Begin by building a personalized system that is cross-functional amongst marketing, operations, and support teams.

Finding the right partner to help you start your personalization program and connect to your audience is crucial.

VoiceSage can help you accelerate a successful strategy that will lead you to increased customer engagement, connected experiences, and increased customer loyalty. If you want to scale up conversations without scaling up costs, then get in touch with VoiceSage. We will help you create conversations that are automatic, personal, emphatic, and offer real-time customer service.



Our Strategies

HAVE BETTER CONVERSATIONS WITH CUSTOMERS THIS YEAR.



REDUCE AGENT INTERVENTION BY IDENTIFYING ROUTINE INQUIRIES AND MANAGING THEM AUTOMATICALLY



CREATE VIRTUAL QUEUEING THAT REDUCES FRISTRATION AND HAVE MORE PRODUCTIVE CONVERSATIONS



INTEGRATE YOUR COMMUNICATION PLATFORM TO ALL SYSTEMS IN ORDER TO SERVE MULTICHANNEL JOURNEYS



FOCUS ON THE VISUALS BY SENDING MORE RICH CONTENT LIKE IMAGES, VIDEO, DOCS, IN TEXT MESSAGES.

Be the best at customer engagement

#1



Over the World



MARKET ANALYTICS

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VoiceSage provides reporting functionality that allows you to monitor the success of your messaging campaigns.



WORLDWIDE

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We deliver a worldwide service to any business that wants to grow their profits and communicate more effectively.



FIRST-CLASS SOLUTIONS

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Our solutions cater to all business communications needs and are offered in a professional manner by our team.



Our Clients

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We value our customers by offering them exclusive deals and high-quality customer service. Our goal and mission is to deliver the best-in-class communication solutions for our customers and their own.

Our clients vary from medium companies to big companies that operate in a range of industries such as financial services, banking, insurance, travel, retail, utilities, education, and BPOs.

VoiceSage understand the importance of a worldwide reach, therefore our platform's cloud scalability meets all of our customers' needs. Also, our global infrastructure provides resilience, redundancy, and low latency through regions and AWS Edge Locations.

While security is a high priority for all teams, a dedicated Security Team manages VoiceSage's security program. Our security framework is based on ISO 27001 Information Security Standard and PCI.

We offer AI services across several business messaging channels such as SMS, voice, WhatsApp, and rich messaging. We have been helping brands to be innovative and successful with many AI components, especially how they use chatbots and analytics.



What our Clients Says



HELEN WAKEFIELD

CRM LEAD

Our goal was to increase survey engagement. VoiceSage's Rich Media Messaging solutions proved the most valuable for us. They are an excellent service provider.



DAVID QUIN

DIRECTOR OF COLLECTIONS

We use VoiceSage primarily for contacting customers in arrears with PayPal. The system and their online user interface and portal for launching campaigns is really best in class.



GRAHAM WHEELER

COLLECTIONS MANAGER

The new RMM solution was so well received by SSE's customers that they are requesting to opt-in for future communications. We improved SSE's customer experience by offering new, innovative and easy ways to pay."

Get In Touch With Us

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We would love to help you connect better with your customers on any channel in a personalized manner. So, let's have a coffee and see where it goes. :)



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