

Scale the Conversation™



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SMART COMMUNICATIONS

# Actionable Advice for Having More Meaningful Customer Conversations

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**Today, customers are in control.** They are no longer content to sit back and wait for companies to interact with them. At their fingertips, they have the ability to reach out and request the information they need – and they expect nearly instant answers to their questions.



52%

of consumers say they are  
**likely to switch** brands if a  
brand does not make an effort  
to personalize communications

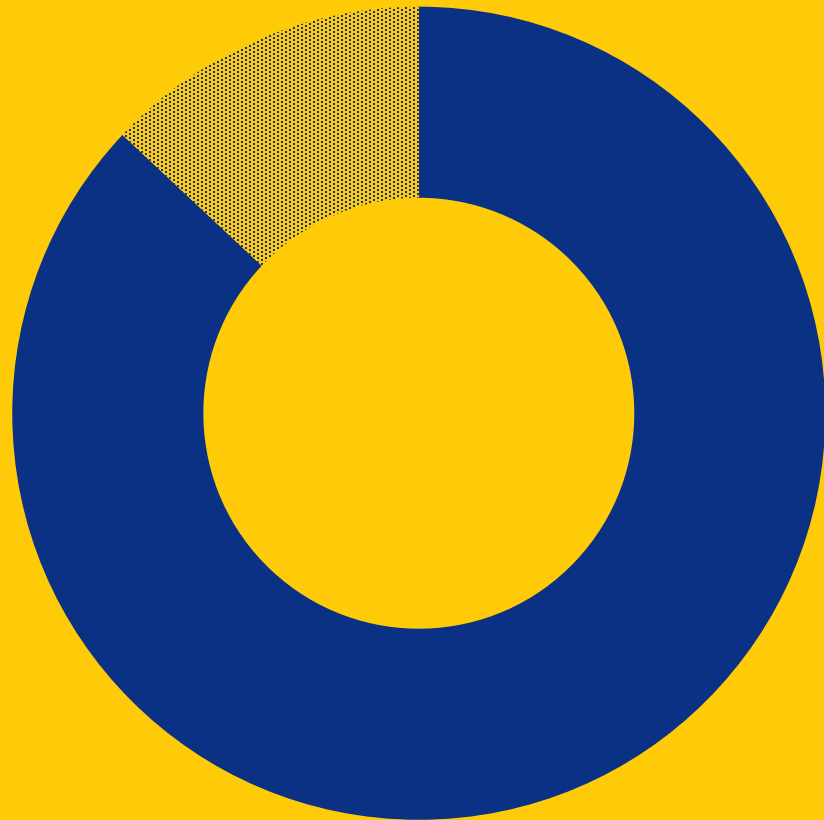
Source: State of Connected Shoppers Report, Salesforce, 2016



# 72%

of business leaders say that **improving the customer experience is their top priority.**

Source: "A Customer-Obsessed Operation Model Requires A Close Partnership With Your CIO", Forrester, 2016



87%

of customers think brands  
need to put more effort into  
providing a **consistent experience**

Source: Optimizing Omni-Channel Experiences with Customer Feedback, Kampyle

**Companies with the strongest omni-channel customer engagement strategies retain an average of...**

**89%**

of their customers

**vs.**

**33%**

for companies with weak omni-channel strategies

Source: Omni-Channel Customer Care: Best-In-Class Steps to Success, Aberdeen Group





When there's too much to say,  
and every message matters.

**Scale the Conversation.**



# Having More Meaningful Customer Conversations

## Actionable Advice



Enable two-way  
intelligent, real-time  
communications



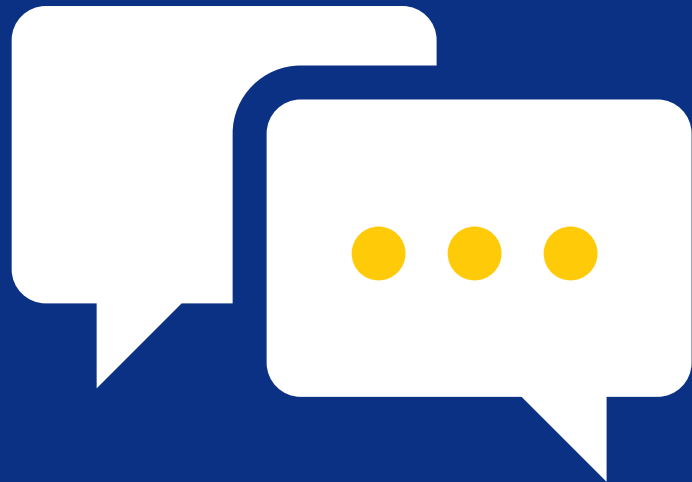
**When customers speak to a representative or file a claim, they don't want to wait days for the requested forms or follow up.**



# 73%

of consumers say that valuing **their time** is the most important thing a company can do to provide them with good service

Source: "Trends 2016: The Future of Customer Service," Forrester, 2016



**“enable two-way  
intelligent, real-time  
communications...”**



# Having More Meaningful Customer Conversations

## Actionable Advice



Enable two-way  
intelligent, real-time  
communications



Commit more  
resources to sending  
messages that are  
relevant, timely and  
accessible through  
preferred channels

**17**

Average customer has  
**17** interactions with  
main bank per month

**10**

**10** are online or  
via a mobile device

Source: Accenture Strategy, Banking Customer 2020 Rising Expectations Point to the Everyday Bank  
<https://www.accenture.com/us-en/insight-how-banks-can-drive-customer-engagement>



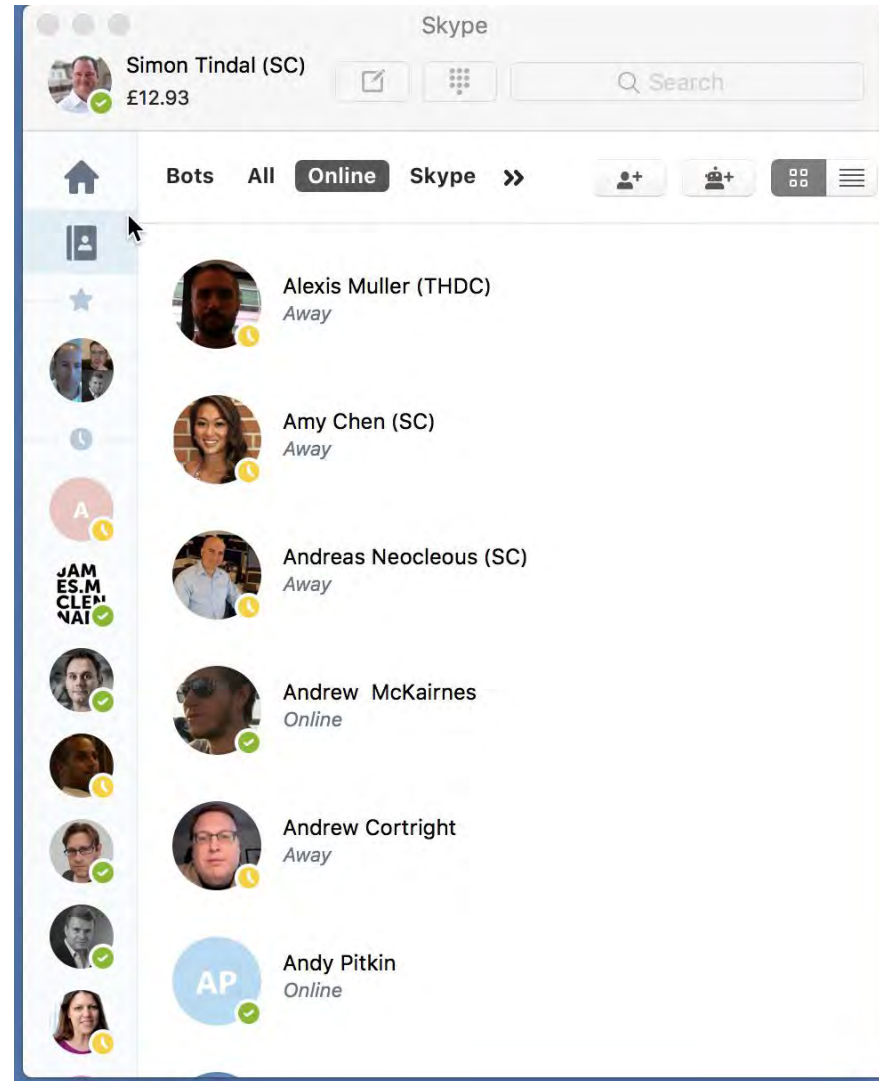
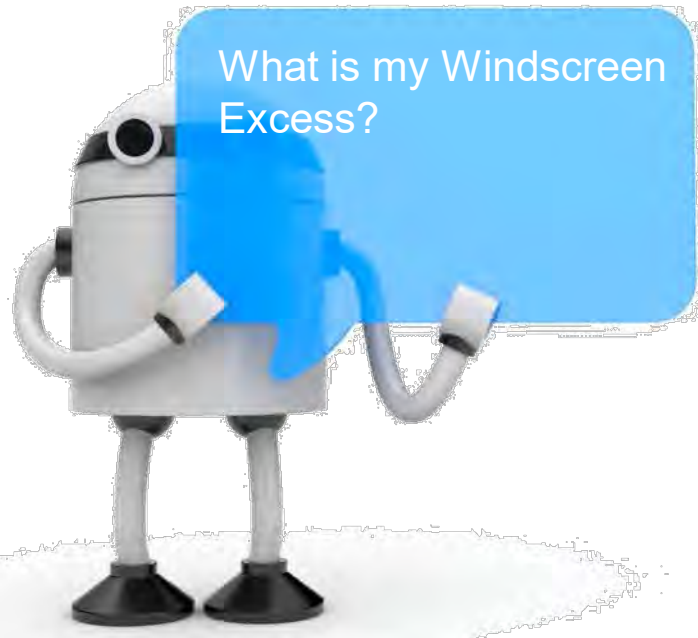
# “Alexa...

... tell insurance advisor I'd like to find an agent in my area.”

... ask insurance advisor what total vehicle loss is.”

... ask insurance advisor what types of insurance Safeco offers.”

# Chat Bots







63%

of consumers said they'd think more positively of a brand if it gave them content that was more **valuable, interesting or relevant**

Source: "The Future of Content: Rethinking Content Consumption Report", Rapt Media, 2016



Demographic-based CCM strategies are less successful



Focus on “what,” “when,” “why,” and “how”



Presumptuous CCM strategies that only communicate with millennials through digital channels miss the mark

“... commit more time and resources to sending messages that are **relevant, timely, and accessible through preferred channels.**”

# Having More Meaningful Customer Conversations

## Actionable Advice



Enable two-way intelligent, real-time communications



Commit more resources to sending messages that are relevant, timely and accessible through preferred channels



Adopt cloud implementations, allowing for more timely and personalized communications


**Your customers expect a  
personalized experience...**

**86%**

**of consumers say  
personalization plays  
a role in their  
purchasing decisions.**

Source: "Rethinking Retail," Infosys





“For customers, cloud implementations allow for **more personalized communications** to be delivered quickly.”

As early as 2016, the average organization was using **1,427 cloud services.**

**23%**

**increase** over  
previous year

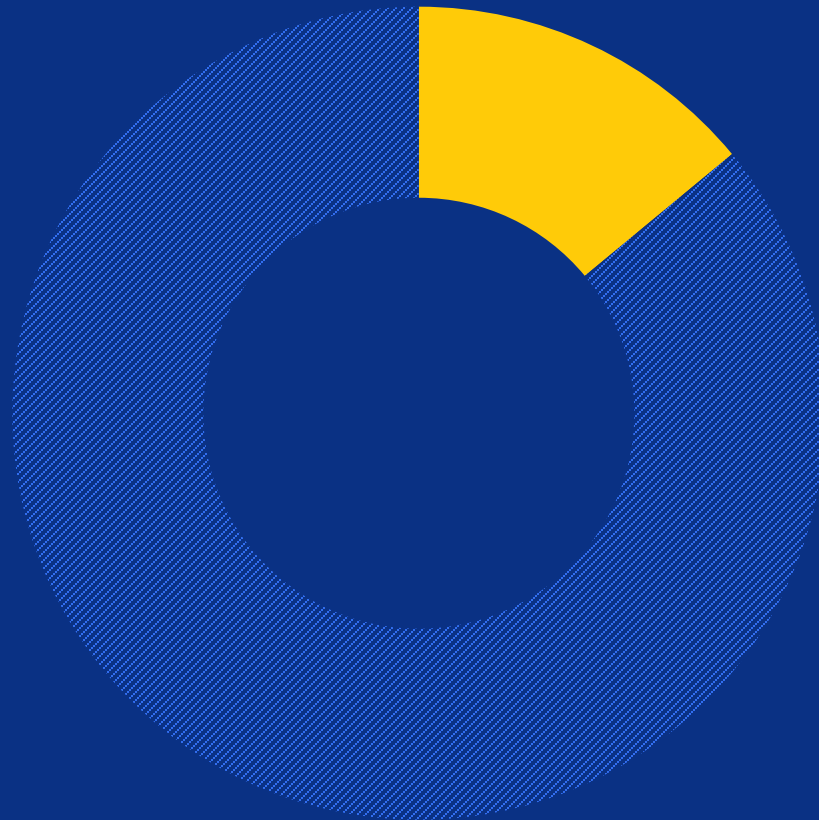
Source: "Rethinking Retail," Infosys



# 25%

Concerns about cloud  
security has dropped to just  
**25% of IT professionals**

Source: "RightScale 2017 State of the Cloud Report," RightScale, 2017



# 14%

Organizations can **save as much as 14% of their annual budgets**

Source: "2015 Cloud Adoption Survey," Gartner



# Having More Meaningful Customer Conversations

## Actionable Advice



Enable two-way intelligent, real-time communications



Commit more resources to sending messages that are relevant, timely and accessible through preferred channels



Adopt cloud implementations, allowing for more timely and personalized communications



Improve internal efficiency

71%

of consumers surveyed **used  
some form of digital research**  
before buying insurance

26%

of consumers surveyed  
**bought their policies online**

Source: "Insurance 2020: The digital prize – Taking customer connection to a new level," PWC



71%

of life and P&C insurers **lack the confidence to execute complete digital transformation**

Source: Bain & Company, "Global Digital Insurance Benchmarking Report 2015: Pathways to Success in a Digital World," <http://www.bain.com/Images/GLOBAL-DIGITAL-INSURANCE-2015.pdf>



**“...focus on improving  
operational efficiency.”**



**Start where you can...**



# Having More Meaningful Customer Conversations

## Actionable Advice



Enable two-way intelligent, real-time communications



Commit more resources to sending messages that are relevant, timely and accessible through preferred channels



Adopt cloud implementations, allowing for more timely and personalized communications



Improve internal efficiency



# How would your customers rate your Communications?



Delivering communications on their preferred channel



Are they personalized & relevant



Can they interact



Are they in real-time



Do they enable a conversation



# Questions?

# Want to Learn More?

**10**

**Things You Must Do in 2018** 

**to Have More Meaningful Customer Conversations**

Advice from industry thought leaders & Smart Communications customers, partners and experts

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<https://www.smartcommunications.com/10-things-2018/>

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