



The Evolving Consumer:

Boost Customer Loyalty with Technology

How does the increasing mobility of customers – whether B2B or B2C – impact the communications and collaboration platforms enterprises need?

Thanks to the smart device explosion of the past few years, the way customers interact with the companies is also rapidly changing. Mobile trends impact the customer experience, challenging businesses of all sizes as they plan to adjust for new consumer trends.

Here are best practices on enhancing customer engagement and satisfaction to win the evolving consumer's demands and increase customer loyalty.

The mobilization of consumers

A Mitel poll revealed that 97 percent of respondents had smartphones at their disposal.

Most of them use their phones for Internet access, and over 75 percent use social media on their mobile devices. This leads to consumers' expectations of the same kinds of interactions with business vendors as we do with social media.

There is little doubt that customers want to interact via mobile. With half the world's population comprised of unique mobile users as of last year, growth is expected

to expand¹. Already, a third of all web pages are served to mobile devices, and one fourth of the world's population actively use mobile social media accounts.

This means customers not only have access to information, but have the ability to communicate satisfaction or dissatisfaction about the way a product or service performs in a snap.

Multi-channel to omni-channel

Another audience poll showed consumers like to engage with companies in many ways, from going to a brick-and-mortar store, to using the web, communicating via email and SMS. All these methods of engagement are on the rise, with only telephone interaction on the decline.

Therefore, companies must maximize channels to maximize customer satisfaction to build or maintain customer loyalty.

Forrester notes that 75 percent of consumers increasingly opt for self-service methods for everything from

comparison shopping to placing orders to solving post-sale support issues.

Additionally, a 2013 Ovum study found 74 percent of consumers use three or more different channels for customer interaction.

Some other new channels on the rise for customer interaction:

- *Online chat adoption at 58 percent*
- *Mobile SMS adoption at 38 percent*
- *Twitter adoption at 37 percent*

Mobility is the key driver in change, so consumers interact out of convenience—and businesses need to adapt accordingly.

Why the mobile consumer is important now

Data drives better decisions, and trends like the Internet of Things (IoT) means more data than ever will be coming our way. Knowing how to act on it can make a huge difference. Here are three reasons why this matters:

- *Manage reputation risk – 58 percent of customers tweeted using mobiles while shopping in-store, rising to 78 percent for millennials. Protect your customer satisfaction by monitoring what's being said and knowing how to act on it.*
- *Encourage loyalty – 90 percent of engaged customers buy more frequently, 60 percent spend more, and they deliver three times the value of non-engaged customers to the brand.*
- *Enhance revenue - Top performers in customer experience rating achieve 2.4x the revenue of technology laggards¹.*

Why should companies prioritize omni-channel interactions now? Consider this:

- *82 percent of consumers say resolving issues quickly is the top factor leading to a great customer service experience.*
- *A single customer experience failure will chase nearly two-thirds of customers to competitors – while telling their friends along the way.*
- *Even if customers are locked-in due to contracts, a customer experience failure will cost the brand an average of 65 percent of the revenue they would have earned the next year.*

Address customer expectations

Customers expect the same from the companies they do business with regardless of size. They expect:

- *To reach the company via any channel they desire.*
- *To start a conversation on one channel and continue it via another with no loss of information.*
- *Conversations across all channels to convey the same information and knowledge.*
- *Every interaction tailored to products and services they have purchased for the issue at hand.*

The payoff can be dramatic.

Best Practices

Here are some key best practices that every business should consider in advancing the goal of making the customer experience easy, summed up with four key considerations:

- *Ensure you are delivering a personalized and timely experience. Always know who you are selling to, their demographics, and what is important to them.*
- *Have all relevant information on hand no matter what channel customers are interacting with. For customers, there is nothing more frustrating than being transferred and starting from scratch.*
- *Provide rapid response times. Know who customers interact with across the entire business to quickly determine what kind of information they need.*
- *Deliver proactive engagements. Is a service appointment almost due? Should a patient return for a checkup? Event triggered, individualized messages give you an opportunity to demonstrate you understand customers' needs and fulfill them before they know they need them. Reminders always make it easier to do business and create customer loyalty.*



Next Steps

Mitel has helped thousands of organizations like yours make the transition to supporting new mobility demands brought about by the change in customers' requirements. To find out how Mitel can help your organization meet these challenges, visit us at:

www.mitel.com