



MARCH 2023

Customer Engagement Spotlight

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The landscape of customer engagement is fast shifting. In the past few years, we have seen a huge shift in customer expectations. Customers are becoming more demanding and while organisations are investing heavily in digitally transforming and delivering better experiences, retaining and growing customers has only become increasingly competitive.

The next generation of engagement is here. With mobile and web applications driving engagement and shaping the customer journey and experience, the next wave of innovation is in knowing how to construct these experiences. More importantly, adapting experiences to a customer's needs within the mobile or web app.

This short report summarises the learnings through our engagement with key leaders in the Customer Success domain, Executives and leaders from Financial services (including Banking/ Insurance), Consumer and retail and Energy sectors in Australia. We hope this will help you reflect on your implementing your plans and strategies for 2023/2024 and we would love to support you in making this happen.

Team Atomic.io

Highlights

- ▶ User experience: The right degree of **personalisation in-app** is key to getting cut through with customers, building customer loyalty, and gaining a competitive advantage in a crowded marketplace.
- ▶ **Building trust** through secure and safe messaging within apps is critical to alleviate the burden on call centres and reduce reliance on insecure channels like SMS and email.
- ▶ The importance of customer experience doesn't change even as companies try to grow their revenue streams and capture more value across every channel. Aligning the reason why customers engage with companies to company offerings and **using more effective channels** to unlock and connect these touch points across the customer journey is key.

Challenges in the digital journey

Restoring customer trust

Customers want to feel confident that the businesses they engage with will act in their best interests, respect their privacy, and deliver on their promises. Customers today have access to vast amounts of information and options. Trust is essential for businesses to differentiate themselves and build a loyal customer base.

To build trust, businesses need to demonstrate transparency, consistency, and reliability in their interactions with customers. This includes being open and honest about their products and services, providing clear and accurate information, and delivering on their commitments.

Additionally, businesses can build trust through active engagement with their customers. There is greater importance on responding promptly to customer inquiries and feedback, providing personalised experiences, and showing that they value their customers' opinions and preferences.

However, trust can be easily lost, and businesses must be vigilant in protecting and maintaining it. This requires ongoing efforts to ensure data privacy and security are front and centre of how a business interacts with their customers and that businesses can successfully predict and proactively manage customer concerns.

There are many benefits to adopting digital customer engagement to build trust, Executives consistently express the following challenges they see, when designing their digital customer solutions:

Customer hesitancy

Customers may be resistant to change, and may need time to adjust to new digital platforms or processes. Customers may not be familiar with or comfortable using new digital channels, and may need to be educated or incentivised to use them.

Integration with legacy systems

Digital customer engagement solutions may need to be integrated with existing legacy systems, which can be difficult and time-consuming.

Privacy and security concerns

300 Data breaches headlined by Capital One since Feb 2023, along with Medibank, Optus in the previous year, show us cyber attacks are rampant, with the banking industry a prime target due to the data they store.

Technical complexity, Maintenance and Budgets

Advanced customer engagement solutions may require ongoing maintenance and dedicated in-house teams to keep them running.

“ We designed and instrumented POCs (Proof of concepts), adopting a two-speed strategy, taking a long term view yet demonstrating quick wins to the business.



Anna McLauchlan
Kiwi Wealth



Your customer engagement priorities in 2023

In our survey of **Customer Leaders** many felt **satisfied with existing channels** where their customers were able to act within their digital apps, there were two areas that emerged as areas of opportunity: 1, Personalisation and 2, better control of data. These were found to be the top opportunities within their existing channels.



The most common reasons your customers get in touch with you are

- ▶ General account queries
- ▶ Transactions
- ▶ Processes in progress



However below are the top reasons you communicate with your customers.

- ▶ Promote new products
- ▶ Tell them about latest offers
- ▶ Outline process for application

The landscape priority is shifting from **engaging customers via promotions** to **reducing call centre enquiries** and **increasing in-app self service**



Secure digital channels sit at the heart of the next generation of customer engagement

FROM ENGAGING

outside the app

Current generation customer engagement focussed on delivering messages out to customers in their inboxes or around the web, or serving customers in high-touch staff-assisted channels.

TO ENGAGING

inside the app

Customers now spend over 90% of the time they engage with organisations inside interacting inside secure digital channels. This enables organisations to drive targeted, high-trust, highly personalised customer experiences in the channel their customers love.

Companies are rapidly adapting their customer engagement strategies with the meteoric rise of 'apps' as the customer channel of choice.

By leveraging customer insights, significantly improving personalisation and moving beyond interruption-style promotional messaging, companies are able to create lasting and impactful connections with customers. By engaging inside their secure, authenticated channels companies are removing friction, increasing trust, and driving new levels of customer engagement.

Effective and timely customer engagement is a winning strategy for companies and customer leaders play an important role in executing this. The best customer engagement is one that leads from the customers needs, champions consistency and can sustain business growth and profitability.

Getting in-app engagement right

Companies delivering the next generation of customer engagement in-app have evolved from interruption-based interactions to proactive, personalised and actionable experiences.

“ We are a unique brand in the Australian market and our customer engagement strategy needs to drive increased awareness, brand value with our customers.



Troy Muir
Movember



Less...

▶ Saturation

Overwhelming customers causing message-blindness and fatigue.

▶ Intrusion

Being too pushy and intrusive causing high dismiss rate.

▶ Poor design

Off-brand and inconsistent design impacting trust and confidence.

▶ Irrelevance

Unwanted and unexpected messaging lowering response and action rates.

▶ Complexity

Making customers jump through hoops to convert and take action.

More...

▶ Improved action rates

Give customers effortless pathways to respond and take action

▶ Restored trust

Shift sensitive and private interactions back into the secure app channel

▶ Closed gaps

Deliver in-app messages aligned to your omni-channel campaigns.

▶ Positive habits

Help customers build new habits using proactive, personal in-app engagement.

▶ Value created

Help customers get more done, reduce churn and increase loyalty.

Key take-aways



Companies are facing a tough time engaging customers in an environment where customer trust is low.



Customer engagement is evolving to meet customers where they are, and where their trust is highest: the app.



Organisational buy-in, integration challenges and build-vs-buy continue to present challenges.



Customer engagement is maturing from a promotional strategy, to a deeper customer value proposition.



The power of in-app customer engagement, particularly for reducing contact centre and cost-to-serve burdens is a driving force for organisations trying to control cost and improve their customer experience.



Marketings, data teams, and digital channel teams are increasingly collaborating to deliver customer-centric engagement.

“ It's never been more important to engage customers in a way they trust via channels they prefer, and it's exciting to see and support the next generation of leaders emerging to embrace the challenge.



Nick Hearn
Atomic.io

 atomic.io

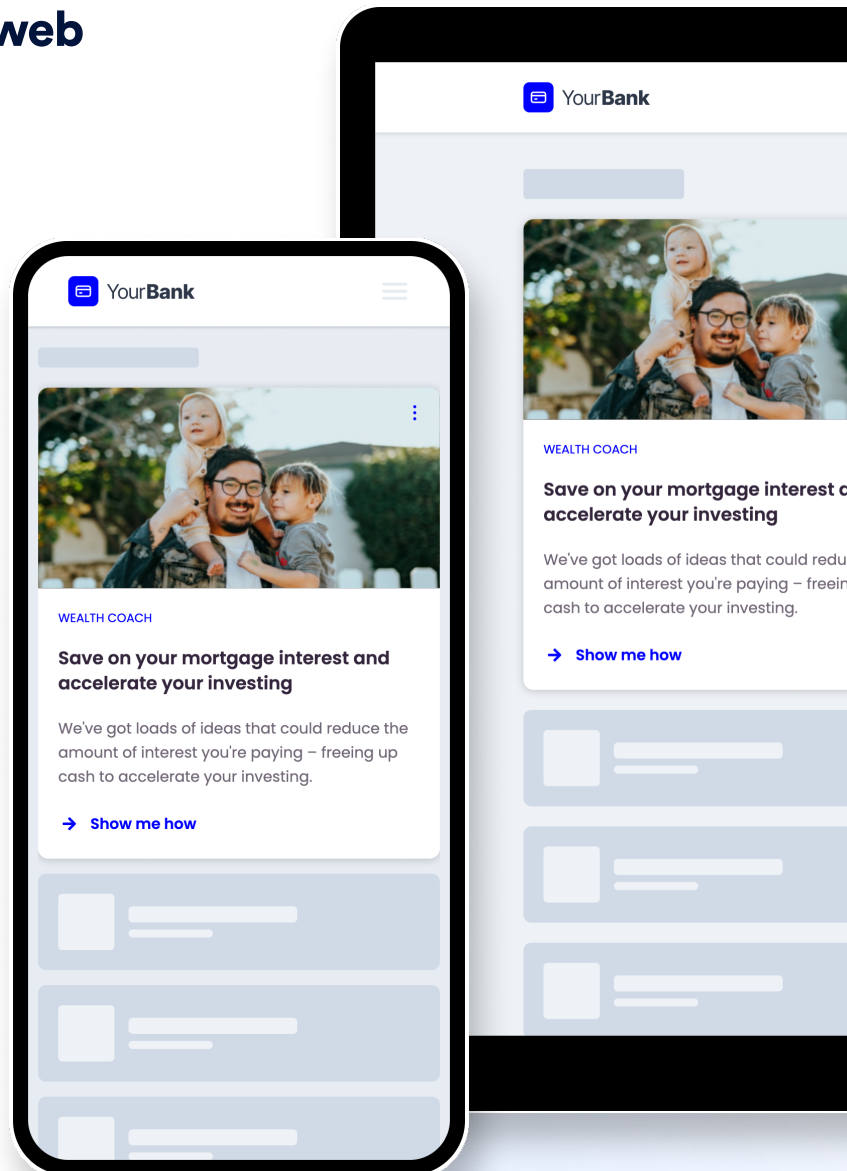
Meet Atomic.io

Native, actionable engagement inside your iOS, Android, and web apps.

Atomic is unlike any other platform for effectively driving customer action and engagement in your authenticated mobile and web channels.

- ▲ Atomic is exclusively focussed on driving in-app customer action
- ▲ Atomic's unique "action card" approach is highly effective
- ▲ Atomic powers private and sensitive interactions
- ▲ Atomic leverages existing investments
- ▲ Atomic enables your team to rapidly deploy and iterate

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Contact us

To arrange a demo, technical session or access to Atomic's technical support team, reach out to your Atomic account lead, or contact us at sales@atomic.io

Atomic documentation

For further documentation visit <https://documentation.atomic.io>

