

8x8

Driving Customer Engagement with Robust Communications

Constellation Research finds that to open the hearts and wallets of today's digitally empowered customers, businesses must provide consistent multichannel experiences.

3 CHARACTERISTICS OF THE DIGITALLY EMPOWERED CUSTOMER

Customers will openly share personal information but they expect organizations to use it to **better personalize experiences and anticipate their needs**



Customers demand faster response times and are **quick to share both positive and negative experiences through social media and review websites**

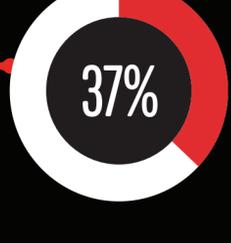


Customers evaluate the overall experience with a brand and **expect consistency in responses**



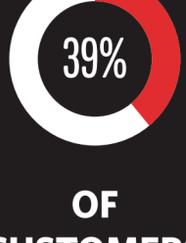
ORGANIZATIONS MUST ENGAGE DIGITAL CUSTOMERS ON THEIR TERMS

Of the top concerns organizations have about meeting customer expectations, **37%** are most concerned with delivering a consistent multichannel experience



BRANDS MUST BRIDGE THE CHANNEL GAP TO REACH CUSTOMERS ON THEIR PREFERRED METHOD OF CONTACT

PHONE CALLS ARE STILL THE #1 WAY TO MAKE CONTACT BUT USUALLY IT'S BECAUSE A CUSTOMER'S PREFERRED CHANNEL IS NOT OFFERED



39%
OF CUSTOMERS PREFER LIVE CHAT

#1



BUT ONLY 24% ARE USING IT TODAY

BENEFITS OF A MORE ENGAGING COMMUNICATIONS PLATFORM



GET A 360-DEGREE VIEW OF THE CUSTOMER



INCREASE CUSTOMER ENGAGEMENT IN MULTIPLE CHANNELS



PROTECT CUSTOMER SECURITY



IMPROVE NET PROMOTER SCORES AND LOYALTY



EMPOWER THE MOBILE WORKFORCE



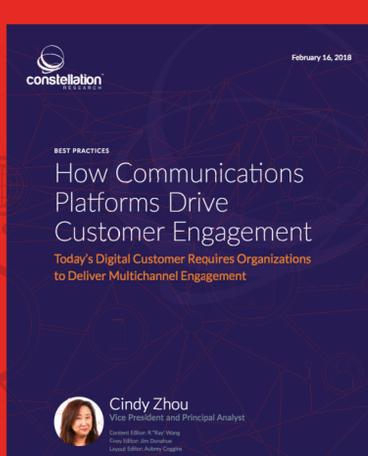
USE DATA ANALYTICS AND GAIN INSIGHTS

HOW DOES YOUR BUSINESS STACK UP IN THE MULTI-VERSE?

LEARN MORE ABOUT HOW TO BOOST ENGAGEMENT WITH A MULTICHANNEL APPROACH

DOWNLOAD THE CONSTELLATION RESEARCH WHITE PAPER:

HOW COMMUNICATIONS PLATFORMS DRIVE CUSTOMER ENGAGEMENT



<https://www.8x8.com/resources/white-papers/how-communications-platforms-drive-customer-engagement>

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