



Assessing and Measuring Your Current Digital Customer Engagement Capabilities

You strive to connect with customers meaningfully by identifying needs and improving digital engagement.

Let's examine the steps needed to evaluate and improve your digital customer interactions.

Digital Customer Engagement

Let's explore assessing and enhancing digital customer interactions. When accomplishing the digital customer interaction assessment and improving customer interactions, it is crucial to acknowledge and cater to the needs of both internal and external parties.

Evaluate your current capabilities in three steps:

1. Identify the internal stakeholders.
2. Focus on external stakeholders.
3. Pinpoint any inadequacies.

Internal Stakeholders

First, consider the internal stakeholders. These may include teams such as customer care and public relations. Engage with them to gain insights into their goals, challenges, and priorities when engaging customers digitally. For instance, the customer care team may prioritize cost savings and increased efficiency, while the public relations team may require analytics and a targeted communications platform.



External Stakeholders Prefer Digital Engagement for Issue Resolution.

J.D. Power studies show that 70% of customers go straight to digital channels when they have a problem.

Customers often feel frustrated when they are required to place a phone call for routine tasks.

External Stakeholders

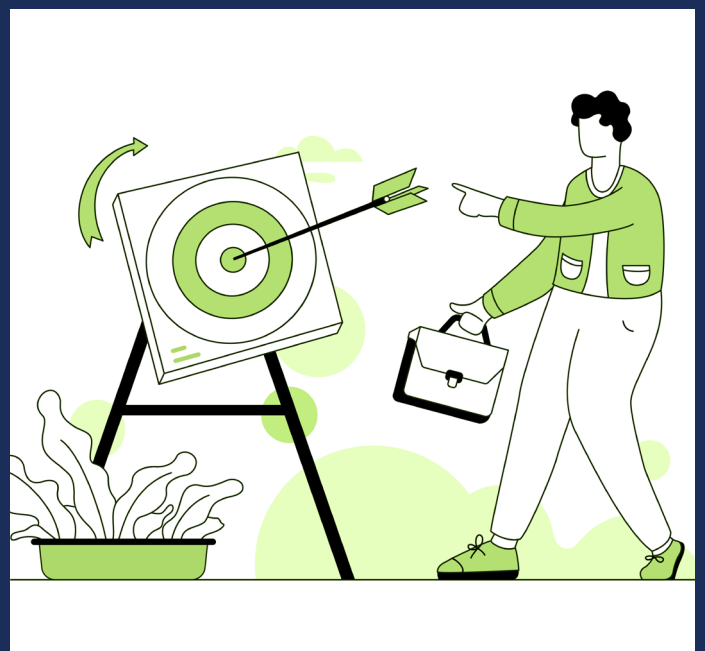
Next, focus on the utility customers as external stakeholders. When interacting with your digital platforms, you gain a deep understanding of their journey and expectations. It is critical to comprehend their preferences, pain points, and desired outcomes at every touchpoint. This understanding will enable you to align your digital strategy with customer needs.

Identify Gaps

It is also essential to identify gaps in your digital engagement. Evaluate your current digital capabilities in terms of stakeholder needs. Look for mismatches between expectations and what your platform currently offers. This assessment will highlight areas for improvement and ensure that you serve your stakeholders effectively.

The past two years have spurred an unprecedented acceleration of digital transformation for business-to-consumer companies, advancing their digital strategies by an average of 6.5 years and boosting total revenues by an average of 70% for companies that invested in digital customer engagement.

Business Wire



3 phases to assess and measure digital customer engagement



Internal Stakeholders

External Stakeholders

Identify Gaps

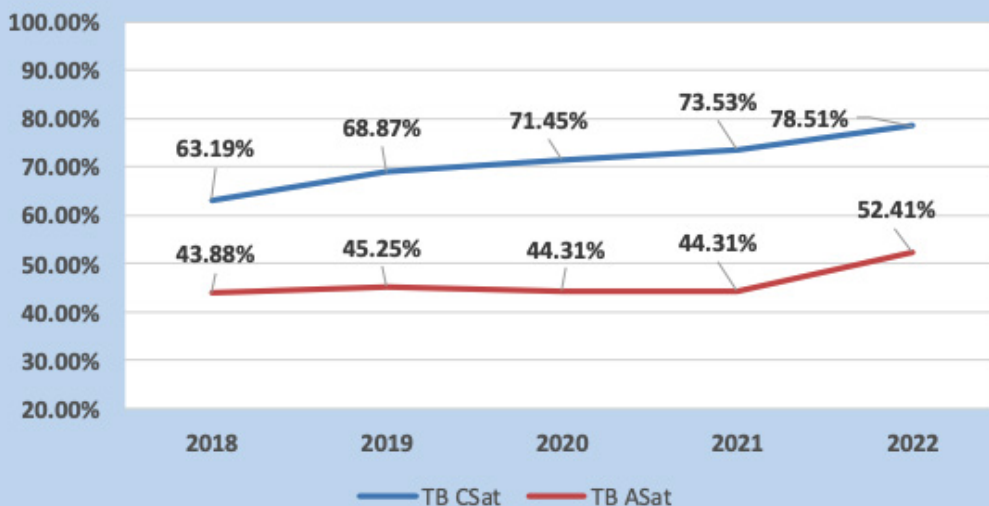
Assess and Measure

Digital customer engagement is critical to the success of any business or organization. But how do you know if your current efforts are effective? That's where our expert team comes in. We have the knowledge and tools to help you assess and measure your current digital engagement capabilities so that you can be confident in your digital customer interactions.

Our goal is to guide you through the process,

delivering enhanced engagement through a straightforward and easy-to-follow approach. Let us help you take your digital customer engagement to the next level and see the results in your growing customer base and increased revenue.

Customer Satisfaction vs. Agent Satisfaction



Happy agents make for happy customers. Agent satisfaction has increased by 8% as the pandemic ends. One reason could be the improvement in self-service options. Another reason is the shift to Agent-preferred "Work at Home" and "Hybrid" options. This has had a positive impact on Agent Satisfaction.

Table 1-1
Customer Satisfaction vs. Agent Satisfaction

Email is the preferred channel for digital business communications.

55 percent of consumers say email is their preferred digital channel for business communication.

SMS was preferred by **17 percent** of these consumers, with Facebook coming in at **14 percent** ahead of all other social platforms.

-Constant Contact

Prioritize Improvements

You can prioritize improvements once you have identified stakeholder needs and gaps in your digital engagement. Allocate resources to address the most critical gaps and enhance the customer experience.

By considering internal stakeholders' priorities, such as customer care and public relations, you can align improvements with their objectives and create a cohesive approach. Additionally, gathering customer feedback through surveys and social media listening will

provide valuable insights for continuous improvement. This inclusive approach will help you create a more effective and customer-centric digital engagement framework.

Learn more. Call us at (833) 570-2192.

