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What is
Digital Customer Engagement Comprised of?

Get an in-depth look into the 7 elements of a winning digital customer engagement framework and learn how you can use them to provide your customers with an exceptional experience.

Engage - Satisfy Customers

Digital customer engagement refers to using various digital platforms and tools to understand, engage with, and enhance customers' experience. These platforms are interconnected to create a seamless and consistent customer experience across multiple channels. It encompasses strategies and tools that facilitate personalized and interactive experiences, such as social media engagement, live chat support, tailored email marketing, and more, ultimately enhancing customer satisfaction and building long-term relationships in the digital realm. Let's take a closer look at some of the key components of a digital customer engagement framework.

The 7 Elements of Engagement

1. Social media

2. Customer self-service portals

3. Mobile apps

4. IVR & dialer systems

5. Live & AI chat systems

6. Messaging systems (email and SMS)

7. Online customer satisfaction surveys

Using at least one social media platform by age

84% of people aged 18-29
81% of people aged 30 to 49
73% of people aged 50 to 64
45% of people aged 65-plus
                    -Pew Research

90% of social media users follow at least one brand on social media
                    - Instagram

1. Social Media

Social media's role in digital engagement is exponential and its influence is rapidly expanding. Projections suggest that social media users will surpass 5.85 billion in 2027, representing 70% of the world's population.

Today, mainstream platforms like Facebook, Twitter, Instagram, and LinkedIn can play a crucial role in engaging with customers. As a 2-way communications channel, they can help you gather feedback, and push out messages on either a broad scale or one-to-one.

The Role of Social Media

An effective social media strategy that caters to the unique and emerging needs of your market will boost customer engagement.

And, as even more of your customers seek to engage through social media, the available data will drive new opportunities to build resilient customer relationships. The challenge will be in our ability to leverage emerging technologies like AI to understand customer needs and be agile enough to react

Social Media Fact:

The average person spends about 147 minutes on social media every day.

- Statista

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2. Customer Self-Service Portals

Customer engagement portals are an integral part of any effective digital engagement strategy. By seamlessly integrating customer self-service portals into the customer journey, customers can effortlessly access account information, support resources and carry out routine tasks independently.

While most utilities and municipalities have deployed some kind of portal, the majority have only focused on it as a transactional asset – a place to send and receive payment for bills. But it's in the strategic value of these tools where the untapped engagement value lies. Portals can empower customers to find information, access support resources, and perform self-service tasks independently.

By giving customers access to a portal with robust self-service functionality, customers are free from the restraints of call center capacity and office hours. Customer self-service portals can provide customers access to online resources such as knowledge base platforms, FAQs, community forums, and online ticketing systems, which is crucial to achieving favorable outcomes.
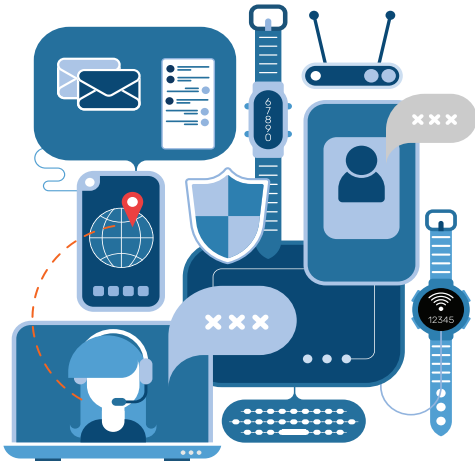
3. Mobile Applications

Mobile apps have revolutionized the way companies interact with their customers. Customers can effortlessly manage their accounts and access a company's products or services with personalized features and user-friendly interfaces. These apps offer tailored recommendations based on past purchases resulting in a more customized and engaging user experience.

Unfortunately, according to the 2023 JD Power Digital experience study, Utility companies are lagging in mobile app usage. Their Digital Experience study, now in its 6th year, shows that **only 30% of large utilities have mobile apps**.

Mobile applications provide a convenient and personalized channel for customers to interact with a company's products or services. They often include features like account management, personalized recommendations, in-app messaging, storm alerts, outage warnings, and easy access to support. Mobile apps not only add a new, direct channel to customers as individuals, but they also encourage digital messaging over phone interactions, and mobile app users are adopters of paperless billing.

7 elements of a winning digital customer engagement framework

Social Media

Self Service Portals

Mobile Applications

IVR and Dialer Systems

Live & AI Chat Systems

EMAIL & SMS

Online Surveys

4. Interactive Voice Response (IVR)

IVR & Dialer Systems: Interactive Voice Response (IVR) and Dialer Systems automate customer interactions over the phone, allowing customers to navigate through menus, receive information, or connect with the appropriate department.

Through IVR & Dialer systems, businesses can enhance their customer service experience and streamline communication channels, resulting in a more efficient and productive operation.

While this caveat applies to all engagement channels, it is particularly germane to IVR and Dialer Systems: they need to have as much focus on the customer as they do on internal efficiency and cost reduction. If implemented poorly, these systems can alienate and frustrate customers.

Ensure that best practices are adhered to, such as streamlining the number of options a customer must choose from and providing a clear and straightforward process for the customer to access live support if it's their preference.
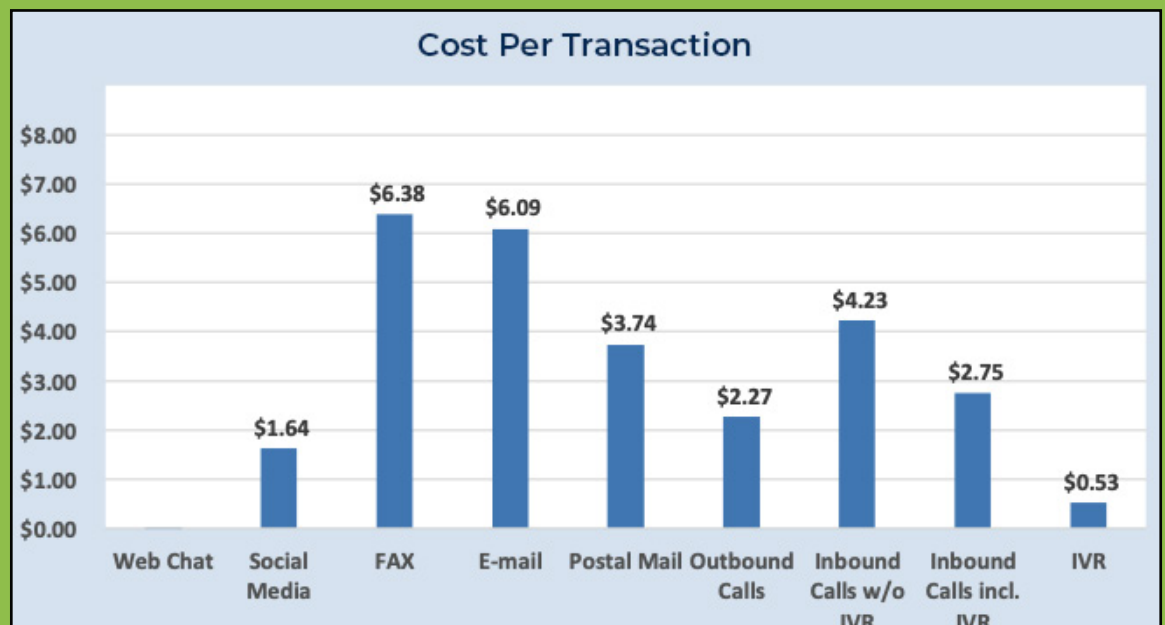
5. Live & AI Chat Systems

Live chat systems provide an efficient and convenient way to engage with customers. Whether staffed by human agents or AI-powered chatbots, Chat Systems enable real-time conversations that can address customer inquiries, provide immediate support, and guide customers through various processes. Additional benefits include efficiency gains in customer service operations, the ability to provide 24/7 support, and the ability to capture and act on trending questions, issues and opportunities.

Table 1-1
Cost Per Transaction

This is the sum of all costs for running the call center for the specified period times the percent of Agent time spent handling contacts for that channel divided by the number of Agent-Handled contacts in that channel for that period.

Benchmark Reports

Cost Per Transaction

Channel	Cost
Web Chat	
Social Media	$1.64
FAX	$6.38
E-mail	$6.09
Postal Mail	$3.74
Outbound Calls	$2.27
Inbound Calls w/o IVR	$4.23
Inbound Calls incl. IVR	$2.75
IVR	$0.53

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

6. EMAIL and SMS

Email and SMS platforms send targeted communications, notifications, updates, and offers to customers, maintaining regular engagement and fostering relationships.

What's the difference between email and SMS?

Email and SMS are both effective communication methods, each with its strengths. Email allows for sending detailed messages with attachments available for future reference. On the other hand, SMS is ideal for quick and timely information.

7. Customer Satisfaction Surveys

Online customer satisfaction surveys are a valuable tool for businesses to gather feedback and assess the satisfaction levels of their customer base. Through these surveys, companies can identify areas that require improvement and evaluate the effectiveness of their customer engagement initiatives. With the ability to obtain honest and direct feedback, companies can make informed decisions that enhance the overall customer experience and foster long-term customer loyalty. Businesses can continuously improve customer satisfaction by leveraging the insights from such surveys.

Enhance Customer Satisfaction

By integrating and synchronizing its digital engagement framework, organizations can provide a seamless omnichannel experience, ensuring that customers receive consistent information and support across various touchpoints. The goal is to enhance customer satisfaction, foster loyalty, and build long-term relationships by leveraging the power of digital technology.

With tools to make every part of your customer journey more customer friendly and a support team excited to help you, customer engagement has never been more straightforward.

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

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