

WHITEPAPER

# Approaching the New Normal with Digital Engagement



# Overview

As companies try for broader engagement with customers in a world rocked by a pandemic, listening has taken on added necessity across every step in the sales cycle. From the primary online research to post-purchase servicing, listening to customers has added a whole new dimension. Businesses need abilities and working structures to build differentiated experiences and significant consumer connections. They want to have the technology in place to listen, distribute data, and respond quickly.

While the pandemic has expedited innovation in many ways, it has also displayed our economy's fragility and old continuity plans. Digital and human flexibility are crucial. Governments and businesses that have made investments to build an agile human and digital workforce have set the groundwork to steer through the crisis and fare better than their counterparts.

Businesses that shifted to cloud technology, high-level data solutions, and mobile employee technology before the crisis swiftly and assuredly mitigated the pandemic's impact.

There will be a higher requirement for flexibility of physical spaces, platforms, and data in the light of continued customer behavior expedition. Businesses should continuously recalibrate demands and investments against results to succeed. Data must be thorough and easy to power decisions. Those who have not prepared for an inconstant future must get there soon.

## Readjusting Work and Workspaces

With workforces relocated, physical retailers shut, and offices are sitting empty, companies are being pushed to rethink their description of and investments in customer-centric workspaces. Sanitation in physical spaces has been raised to become a new driver of useful experience.

As the disaster develops and companies plan to reopen, physical space investments are being re-evaluated. Businesses are now beginning to look for cost synergies by rethinking their physical space investments and arrangements.

Extended cessations of physical spaces are placing pressure on businesses to re-evaluate retail for use and viability. Economic situations, the emergence of digital engagement, and demand for health and security will form the reason to reconfigure the retail footprint, redefine the retail plan and reinvent retail experiences.

## An Innovative Approach to Data

The COVID disaster has revealed that internal data is no longer adequate to notify and predict customer and employee requirements. A blend of internal and external data will be needed in the future to inform business decisions thoroughly.

Customer choices in contact channels must inform new staffing models, recognizing possibilities to combine AI tools to handle low-complexity plans. Moving sales channel decisions will require a data-driven strategy to product supply, allocation, and service to maximize profits and customer happiness.

Investing in high-level, real-time analytics models to inform customer sales and service decision-making will be crucial to sustaining competitiveness in the new context.

## Agile Technology

Flexible technologies must underpin a more agile company. Futuristic organizations that have spent in future-proofing their technology aspect are better prepared to tackle the crisis.

New product acceptance, enhanced emphasis on underserved phases of the customer lifecycle, and dramatic changes in digital channel engagement will require agility to meet customers' demands.

Organizations that show that they understand their customers and have leveraged platform abilities to address their requirements in this time of change will be rewarded. Companies that have decoupled their digital platforms will be ready to drive new experiences, apps, and even new market schemes and products.

## The Psychology behind Digital Channels

For several years omnichannel has been viewed as the answer to great digital experiences. But most organizations are not getting any more competent at doing it.

Budget constraints, organizational silos, and technology are restricting determinants, of course. However, many brands also do not know the science behind omnichannel.

What you may have seen in your contact center is that clients turn to human assistance when their contact is expressive, complicated, or just a bit messy. Knowing which channels give customers the best outcomes will allow you to direct them better, maximizing your digital customer engagement strategy's effectiveness.

## Establishing Goals for Digital Engagement

As with most successful unified brand advertising, weighable goals can relate to obtaining certain digital engagement levels with their customers.

Traditionally, marketing goals usually appear in two forms—sales-related and communication-related, focusing on behavioral determinants.

An example of a communication-related goal for digital engagement might be for a brand to accumulate a particular number of online customer behaviors, such as follows, "likes," comments, or shares. Sales-related goals link better to sales related to digital ads with e-commerce abilities.

## Fitting Audience

The right audience has more competence in digital engagement. It may include psychographics and other data in social media settings that marketers traditionally did not have access to. To maximize the potential of digital engagement, consider potential customers that an advertiser wants to reach as a person rather than a target. One way of doing so is with tailored content, which should have a greater competence for digital engagement.

# Staying Ahead

Many companies have executed digital engagement plans that need customer data. But there is Maconomy, which means that customers will be ready to share their data with you, if you are transparent about what they receive in return.

The subsequent step after personalization is becoming proactive. This spins around estimating when we can tell the customer something before, they tell us.

With a proactive digital engagement approach, there is a definite benefit for the customer, and if we can communicate it to them correctly, the customer will be much more prone to give the required data.

We all know the proverb that each crisis offers an opportunity. COVID-19 has presented an opening to advance digital engagement and leave rivals in the dust. **Why not get going now?**

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For more information, [contact@criticalriver.com](mailto:contact@criticalriver.com)



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