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The Secret to Unlocking Agent and Customer Loyalty in 2022 & Beyond

July 27, 2022

Agenda

1. **Loyalty Today**
   Where are you heading up or down?
2. **What do I need in my loyalty toolkit?**
   There are a vast array of tools to help you but what do YOU need?
3. **How do you measure loyalty?**
   Build a measurement strategy that can grow with the entire business
4. **Where do you start?**
   Maturity profiling
5. **Create Internal Heroes**
   Huddles and Broadcasts

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Loyalty Today

Customer Loyalty Trending

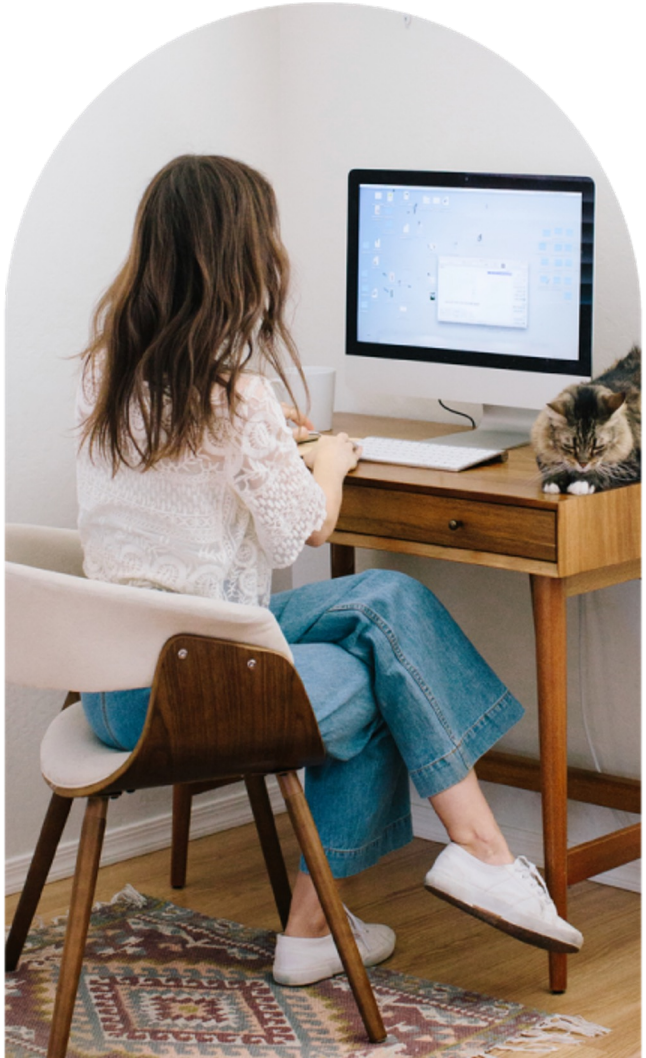
When a company makes customers feel appreciated, 76% indicate they'll keep their business with the brand, 80% say they will spend more with the brand, and 87% will recommend the brand to friends and family members.

(Source: Forrester, 2021)

What is customer loyalty?

95% of consumers cite brand loyalty as being tied to customer service. (Source: Customerthink)

For most enterprises the product or service is a commodity among its customers. Customer service is your way of making a difference for your customers. By delivering true value through delivering a great customer service experience, you're set up to win in the long run and outperform your competitors



Why it’s important to measure customer loyalty

Profitability - selling to and servicing loyal customers is cheaper

Growth - Growing a business with loyal customers is less risky as you have more capability to predict future business which give the executive team and future investors confidence

Continuity - Loyal customers will help a business ride out a storm. If you have loyal customers and your brand suffers a crisis such as a dangerous product defect or scandalous service episode your customers will trust that you will put it right and make good which can severely limit the impact. Equally during times of economic uncertainty brands with higher levels of loyalty will suffer less as their customers are reluctant to stop using the products or services as they are embedded into their lifestyle and personal brand. The more loyal your customers are, the more likely they will say positive things to friends and family members, which creates a positive brand reputation overall.

The Loyalty Toolkit?

What do I need in my Toolkit?

Omnichannel Engagement

- Feedback Management
- Medallia Digital
- Speech Analytics
- Text Analytics

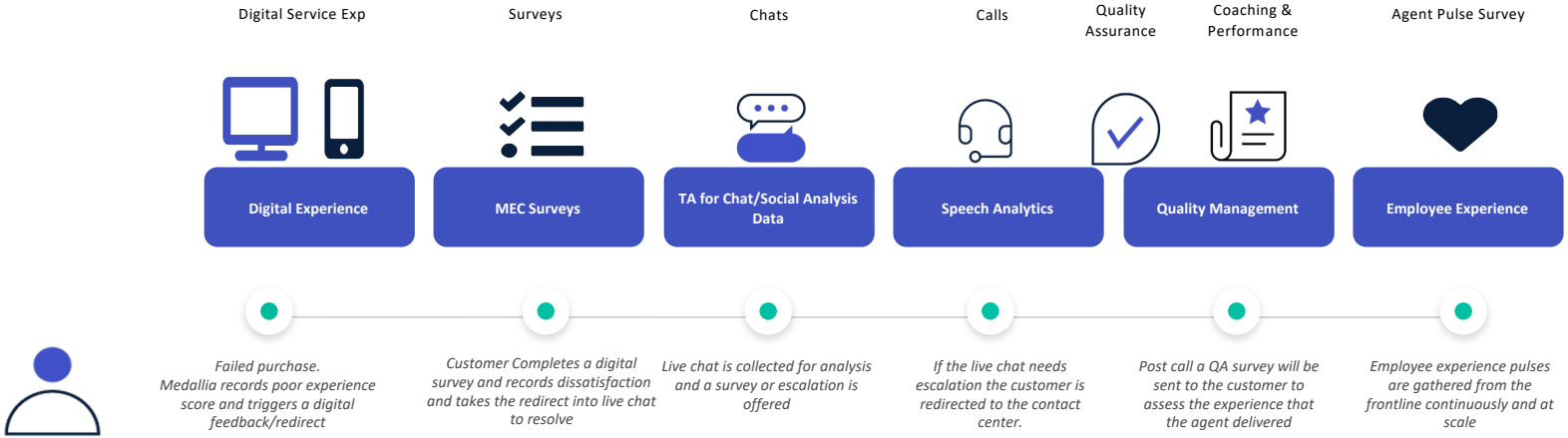
Customer Lifecycle Insights

- TX Profiles
- Journey Orchestration
- Data Integration

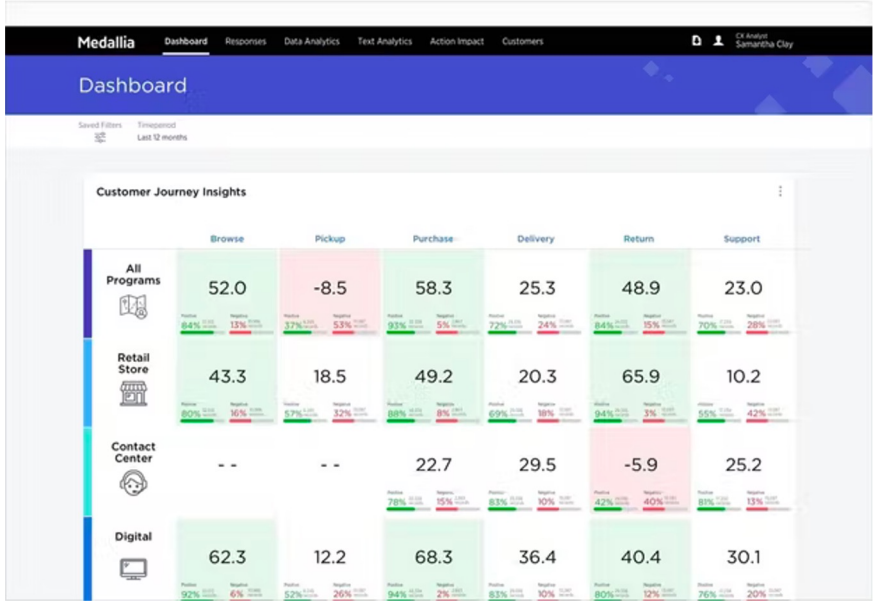
Analytics & Reporting

- Real-time reporting
- Organizational Hierarchy
- AI driven analytics

The Contact Center Omni-channel

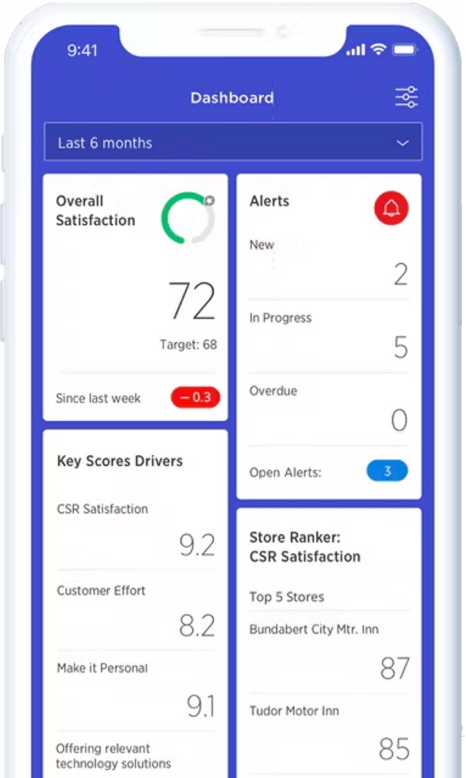


Analytics & Reporting



Real-time AI Dashboards

Reporting that moves with you



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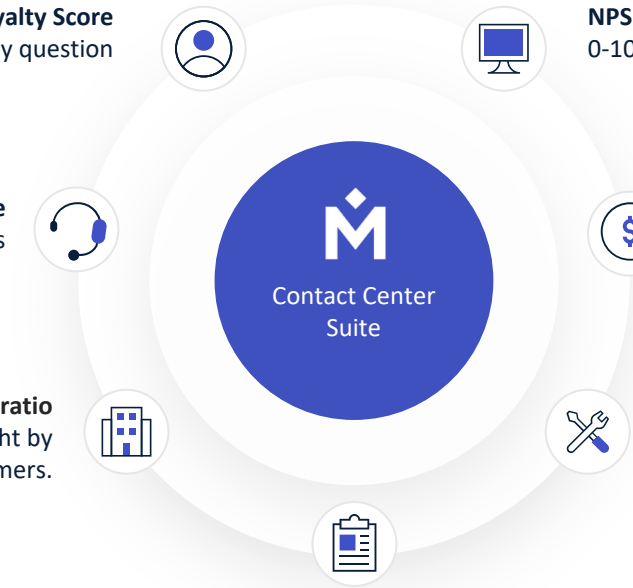
How do you measure loyalty?

Measuring Customer Loyalty in the Contact Center



Customer Loyalty Score
1-6 loyalty question

NPS
0-10 loyalty question

Customer Lifetime Value
Based on past and prediction of future sales

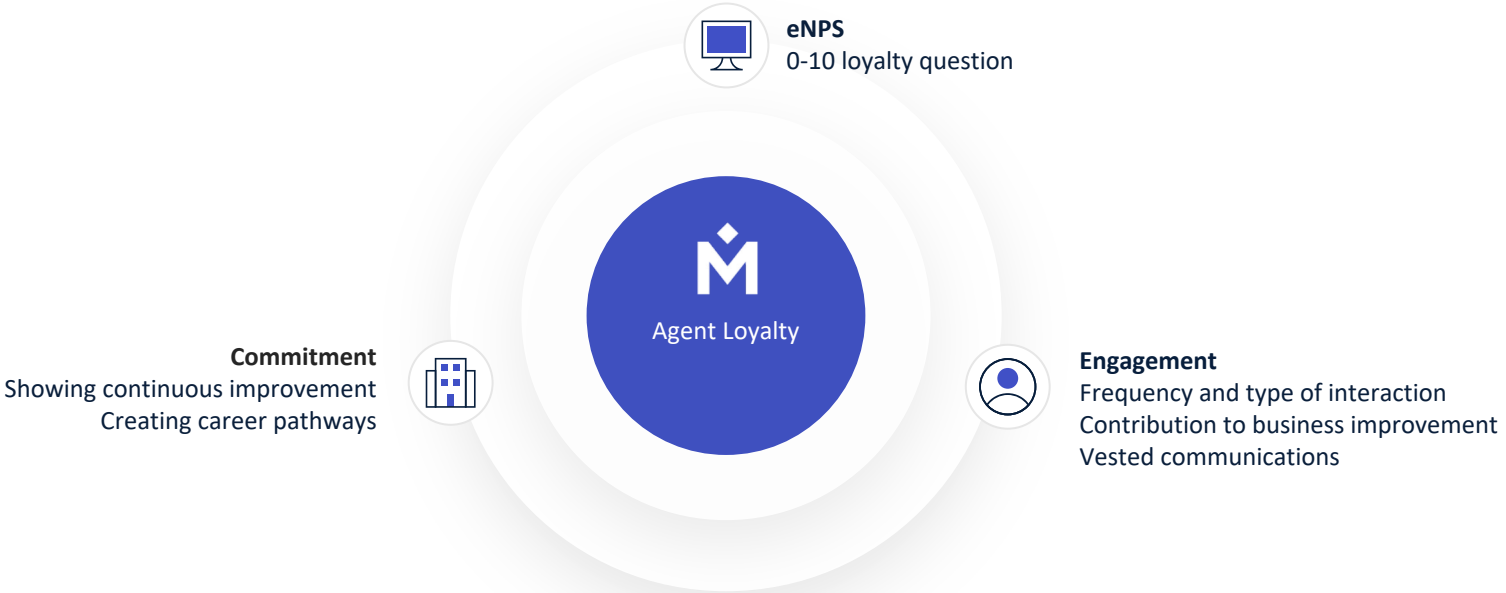
EGR
The new metric measuring loyalty based growth. Complimentary to NPS

Upsell ratio
Upsell ratio tracks new products bought by existing customers.

AER Active Engagement
Frequency of loyalty program engagement

Repurchasing Levels
Tracking new vs repeat customer orders

Measuring Agent Loyalty in the Contact Center



Where do you start?

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Top Loyalty Management Customer Solutions

Post Engagement Feedback

Live Chat and social feed Text Analytics

Speech Analytics

CX Profiles & Athena AI

Enterprise Platform

Deploying the toolkit

Every business will deploy their toolkit differently according to their current tech stack and resource availability.

Understanding the critical success criteria will guide them to what solution would have the biggest impact and from a resource perspective would be achievable.

Take the time to fully understand the services needed to optimize the solution both from an internal perspective and from your tech vendor and be sure to build in adequate resource and contingency.

Create Internal Heroes

Your Internal Hero

> Judy’s relentless focus on loyalty drivers enabled us to fix service failure points. She convinced the exec team to prioritize these fixes as she had the analytics to show business impact.

RESULTS

12%+	74%	5pt+
in tNPS rates	Active Engagement Rate	in CLV

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Q&A

Thank you

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