

#### **Customer Love**

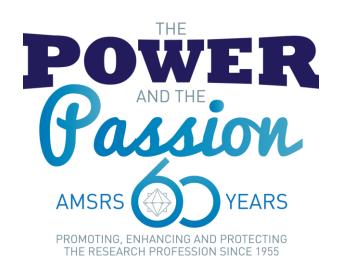
Why People Matter in Modern Customer Engagement

#### **Peter Harris**

President APRC FAMSRS







- → A clear drive towards customer centricity
- → Compressed cycle times
- → Lots of data; and
- → Everything is mobile

We are living In the age of the empowered customer







#### When Customers Feel They Matter...



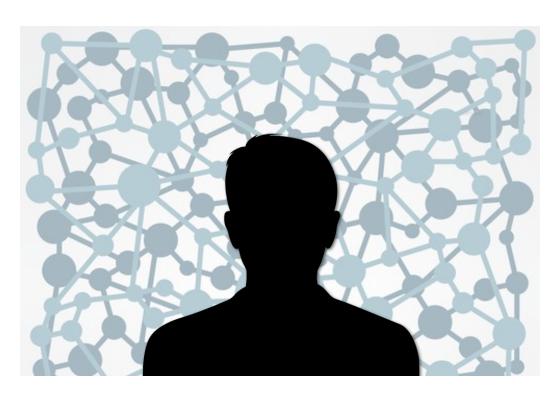
Participation and response rates go up



Data quality improve

Engagement goes up and churn goes down

#### Big Data is Not Enough



BUSINESSES COLLECT ENORMOUS AMOUNTS OF DATA ABOUT **HOW** THEIR CUSTOMERS BEHAVE



#### Social Media is Not Enough









For companies that engage with their customers, it's an exciting time.

Customers intelligence is no longer scary and new.



Ongoing conversations are essential to the success of every business and every relationship. People are social and want to engage with the brands they care about.



# MRROR

HUMAN Relationships

by expanding the

CONVERSATION

### AN INVITATION TO





#### How Do We

- Help build better brands
- Assist with humanizing data internally
- 3. Drive better business results
- 4. Encourage greater collaboration

# The world is pretty crazy right now.

How does that make your customers feel? How does that impact their attitudes, perceptions and behavior?



#### THINK again about the

## PEOPLE WHO MATTER

most to your COMPANY

People matter. If we embrace this reality, we have the chance to elevate customer intelligence, influence strategy and drive our profession forward.