- In-store

- At-home

- On-the-go

- Social Everywhere

HOW TO ENGAGE CUSTOMERS

In Stores

TALK	LISTEN	ACT
Traditional store merchandising decided by retailers and vendors	Leveraging full assortment in stores through technology like kiosks and tablets	**Sears** Kiosks allow customers to shop the full assortment or find product not available in store. Associates are armed with iPads to allow members to get help, find products, and checkout
Handwritten client books managed by associates (usually only in Luxury stores)	Clienteling for everyone! Smart systems leveraging customer data to proactively offer associates relevant info	**Barney's** Integrating handheld digital tablets, which are POS enabled and provide access to extended merchandise assortments so associates can stay with customers while shopping, raising the dollars per transaction and increasing selling space. They are working to improve the technology, adding analytics, metrics, CRM, and clienteling.
Loyalty points and offers at checkout	Self-directed points at kiosk & cashier prompted affinities	**Pick n Pay** Smart Shopper program allows customers to use loyalty points not only in the grocer but also for charities and travel
Check out at single station	Checkout wherever is best for the customer with handheld technology	**Apple** History of associates with mobile POS. Moving to customer directed checkout with self checkout through apps and buy online, pick up in store (within an hour)
Retailer locations are purely for commerce	Retail as entertainment... theatre... and fun	**GameStop** Utilize interactive in-store game console kiosks to host demo events allowing customers to experience unique products like Skylanders or Disney Infinity

"What CMOs are Saying

'Tablets for use by the sales staff and mini-kiosks are being tested to leverage full inventory and create endless aisles'

'Kiosks link on-line ratings and reviews and product availability with store information for a robust experience and enables a customer to order at any point (web site, mobile and in-store)'

'Associates have iPads to assist customers and customers have an app that gets them immediate help - improving experience and increasing assortment'

'The in-store experience trumps all. If you have a great experience you will share it. We take feedback seriously, monitoring engagement, posts, responsiveness, interaction as well as use surveys to understand speed, friendliness, and consistency of experiences'

At Home

TALK	LISTEN	ACT
Static web pages and apps that show the same content to all shoppers	Dynamic Webpages and apps that allow the retailer and the shopper to personalize content	**Nordstrom** iPad app has personalized homepages and allows customers to rate and share product with friends through social media or SMS. The app also has a 'Dressing Room' feature where shoppers can save custom looks
Mass emails to entire customer files	Segmented and hyper-segmented emails and heatmaps	**Michael's** Campaign evaluation includes heat maps to see where shoppers clicked; this enables the retailer to see what content resonated with which shoppers and optimize accordingly
Click/browse evaluation to measure campaign effectiveness	Evaluation includes linger/like/share metrics to gauge online 'word of mouth'	**Chipotle** The retailer's 'Scarecrow' content campaign launched with an online video that barely references the brand, but that hasn't stopped it from going viral (and buzz about the retailer) two weeks and 6.5 million views later
Direct mail from pushes generic mailing	Mail includes omnichannel interactive platforms	**IKEA** The 2014 catalogue and virtual reality app allows customers to view furniture in their own home by scanning select pages out of the catalogue, placing the catalogue anywhere in their home to make it appear as if it's an actual piece of furniture.

" What CMOs are Saying

'We have an email program for lapsed or lagging customers. It enables deeper engagement with better offers and brings customers back into the fold'

'Our digital marketing and remarketing program is very aggressive and very personal'

'We have a multi-dimensional email system with behavioral and frequency triggers, algorithms provide segmentation and personalization that tweaks the formula for each customer'

'We have personalized product recommendations and segmented homepages based on past purchase history, browsing behavior for both individual customers and shopper segment so we can push them into new purchase areas"

On the Go

TALK	LISTEN	ACT
Geotargeting everyone in the vicinity	Personalized recognition and offers to current and high potential customers	**Neiman Marcus** The retailer partnered with Visa (retailer - credit card partnership are common in this space) to launch NMbuzz, a location based SMS program. Messages are targeted and personalized based on shoppers Visa transactions, not only those in Neiman Marcus
SMS as a push direct marketing channel	Gamification	**GAME** A substantial loyalty scheme relaunch prompted a redesign of the delivery mechanism itself...away from a physical card and to a digital self-selecting loyalty program based on how customers want to receive/apply and compete for their points
Price comparisons	Crowdsourcing	**David's Bridal** A 'What Would You Pay' game to gauge shopper interest in different styles in an engaging way. Shoppers are shown images and descriptions of new or potential styles through a game and their feedback directly impacts the retailer's strategies
Product-driven strategy and marketing	Customer-driven solutions, strategy & marketing	**UBER** Took an age-old model of hailing a taxi to get a lift to a full-service personalized transportation system that has completely dominated public transportation in a short period of time. No waiting, choose your car, no physical payment, extra services, share your ride, find me in a crowd

What CMOs are Saying

'The mobile experience should change when they transition from outside the store to inside - but it's too complicated'

'Millions have downloaded our app- if we get them to use the app in store we can identify and personalize in real time'

'Using geofencing and a shopping app to serve up offers when customer is near or in store and we reward people for downloading apps'

'Working on a cardless loyalty program utilizing mobile'

'Soliciting input through Gamification'

Social Everywhere

TALK	LISTEN	ACT
Retailer driven product development and sales	Peer-to-peer product development and sales platforms	**Etsy** The online marketplace allows anyone to sell – or request. The company is now expanding into wholesale with retailers like Nordstrom
	Social network driven sales	**Target/Cartwheel** Through Cartwheel the retailer provides in-store only mobile coupons accessible through Facebook (also helps to combat showrooming)
	Group buying	**Groupon/Living Social** These two group buying platforms have longevity, but a second wave of branded companies have emerged along with "white label" solutions that permit brands and retailers to create and target their own group offers
	Enhanced peer recommendations	**Zappos** Glance is a Pinterest like platform that allows users the curate collections and find others with similar tastes or see what's popular
	Social shopping	**Wanelo** Ten million users in less than a year and allows users to keep track of and share products they 'want, need and love', and discover new products by following other individual users

What CMOs are Saying

'We are going for "REMARKABLE". We want customers to receive something- remark and share it with others'

'Our Social CRM concept adds social commentary to our understanding of in-store and web interactions and 3rd party demographics'

'We have a robust scorecard and look at lots of things... trending topics, click-thru, text analytics to see what people are talking about, complaining about, issues...'

'We have rules for each channel - Twitter is promotional, Facebook inspirational, Pinterest is inspirational but a younger audience – so we use different photography for different messages and vehicles. But rules are sometimes made to be broken'

'Consider ourselves fast followers and plan on learning from others successes and failures'

Questions To Ask Yourself

- Do you have a customer engagement strategy?

- Do you consider the customer impact in every business decision?

- Do you have a channel strategy?

- Do you know how your customer needs vary by channel and how best to reach them?

- Do you manage the volume of communications a customer receives from you, through all channels in a comprehensive way which upholds a consistent brand experience?

- How are you using social...commerce, engagement, experience?