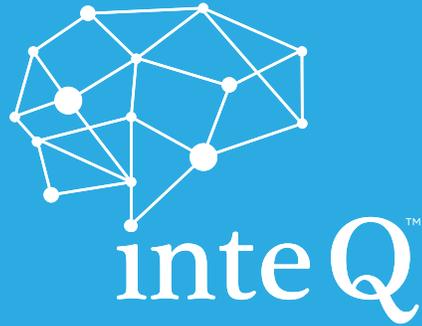




# CUSTOMER ENGAGEMENT STRATEGIES FOR A CHANGING WORLD





## A Changing Economic Landscape...

COVID-19 has created an uncertain economic landscape for businesses and customers alike.

The face of customer engagement is changing at a rapid pace. As customers navigate new shopping habits, purchasing needs, and financial challenges, businesses are being forced to create new strategies for survival.

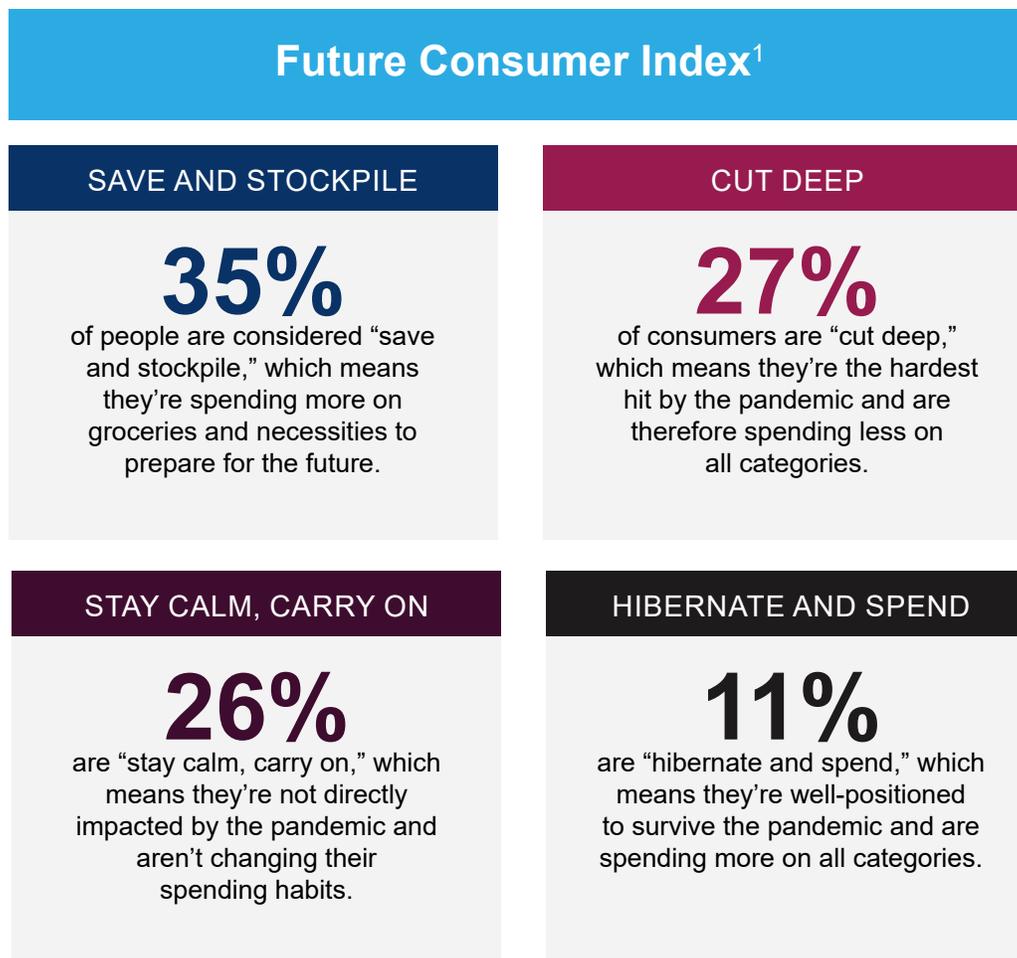
While it's impossible to forecast an "end date" for the COVID pandemic, future business success depends on proactively anticipating and preparing for what comes next and how consumer behavior has changed. To adapt to this changing world, businesses need to be prepared to create value and make connections in an increasingly distant world.

Brand loyalty and customer engagement are more important than ever — they may even become your lifeline. It's time to prepare for the "new-normal", from the ground up. By reinventing your customer engagement strategies, you can create relationships with your customers that will outlast the pandemic.

## MARKETING IN A CHANGING LANDSCAPE: WHAT WE KNOW

Following the introduction of lock-downs in late March 2020, consumers have turned to the digital world as a new way of life. From online college classes to working from home, many people are living and breathing on the Internet. Online shopping has increased across sectors as consumers strive to eliminate any unnecessary COVID exposures.

Fostering customer engagement is hard enough when buying behaviors are predictable, but the way we eat, live, and shop is changing radically. So what do we know? The EY Future Consumer Index has identified four segments of consumer behavior:



These statistics, in addition to a host of other changes in consumer thought and behavior — spending more time on mobile devices, increasing dependence on e-commerce, and shifting attitudes on working from home — make it clear that customer habits will continue to evolve in the aftermath of COVID.

Values, lifestyles, and patterns are changing. There’s also a very real chance that some of these changes won’t reverse. It’s critical that businesses reassess the way they approach customer engagement and leverage new digital strategies to adjust to an unpredictable environment.

<sup>1</sup> [https://www.ey.com/en\\_gl/consumer-products-retail/how-covid-19-could-change-consumer-behavior](https://www.ey.com/en_gl/consumer-products-retail/how-covid-19-could-change-consumer-behavior)

# THE FUTURE OF CUSTOMER ENGAGEMENT

While the COVID-19 crisis has fundamentally altered the face of marketing, it has also created new opportunities for customer engagement. Here are some ways you can take advantage of these opportunities and stay ahead of the curve in our changing world.

## 1. FOCUS ON PERSONALIZATION

Marketing has always had to account for individual preferences, but this variability has become even more pronounced during the pandemic. The pandemic has affected everyone differently, making consumer patterns and preferences more difficult to anticipate.

For this reason, personalization is key. By making the extra effort to anticipate the differing needs of your customers, you'll demonstrate consideration for each individual, which will go a long way towards humanizing your brand and creating a personal connection.

Here are some ways you can drive personalization into the conversation:

- Draw upon [analytics and customer insights](#) to get a better understanding of your consumers — where they are, what their needs are, and what they expect from you.
- Build a feedback capability to assess how your consumers are doing and adapt to meet their expectations.
- Bring back [loyalty programs](#) and create new ones to engage on a deeper level with new and existing customers.
- Create highly targeted marketing campaigns to appeal to each customer on a personal level.

## 2. ACCELERATE DIGITAL MARKETING

For consumers staying at home, digital services are critical. And those who convert to online services aren't likely to give them up when the pandemic is over — you have an unprecedented opportunity to maintain these customer relationships even after the crisis.

Some businesses — like fitness programs or gyms — have even made select digital offerings free for a limited time to draw in new customers. Double down on this strategy to attract and engage your consumers digitally. From [email campaigns](#) to eye-catching visuals, use digital services to broaden your reach to new audiences and draw in digital leads.

## 3. BE INNOVATIVE WITH TECHNOLOGY

There's no better time than a crisis to reevaluate your use of technology. While traditional technologies may have served you well in the past, it's more critical than ever that you use the most efficient services possible. Consider investing in [advanced, multi-tasking services](#) that can collect data, create campaigns, automate the marketing process, and inform future decisions.

Through a customer engagement agency, technologies like [email automation](#), campaign design, data analytics, and digital attribution analysis make it easier to establish connections with customers. It can also make your marketing process more efficient as you figure out what works and what doesn't.

## RE-IMAGINING CONSUMER ENGAGEMENT

Consumer behavior is changing dramatically in the time of COVID-19. While the crisis will likely subside at some point, changes in consumer preferences and business models will outlast the pandemic.

To survive and thrive in this new environment, businesses must adapt to these changes. Re-imagining your customer engagement strategies won't just help you succeed in this new world — it will build strong customer relationships that will last long after this pandemic has passed.

### About Inte Q

We apply people power to data science, developing strategies that propel your brand forward and deliver customer engagement at scale.

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