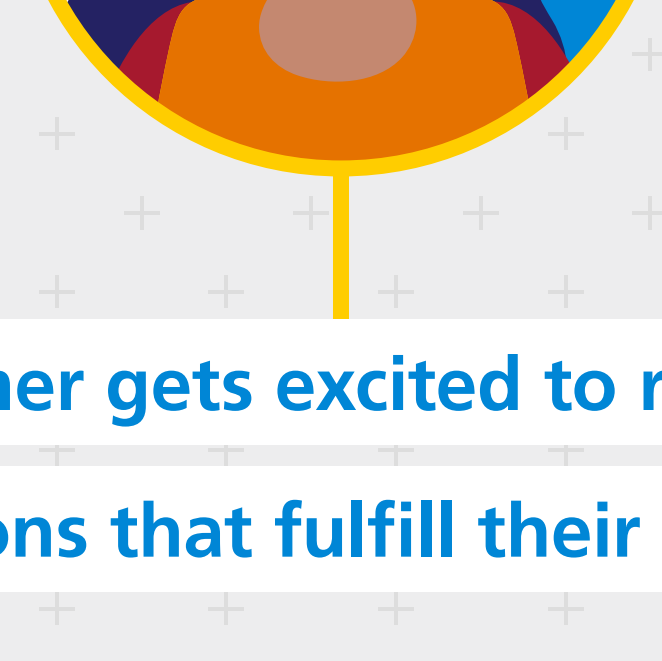


# THE CUSTOMER ENGAGEMENT JOURNEY

Foster long-term brand loyalty through ongoing, personalized customer engagement.

Truly engaging customers can call for a strategy beyond a transactional points-for-purchase program. Follow this journey to see a robust customer engagement strategy that rewards customer behaviors and personalizes their experience with your brand.

## AWARENESS/DISCOVERY



I HAVE A NEED FOR A PRODUCT OR SERVICE.

Customer gets excited to research options that fulfill their need.

## CONSIDERATION/DECISION

Customer is happy to see numerous options but unsure how to choose.



### Engagement Opportunity!

Identify and target the potential customer with a special product offer.



A personalized offer helps the customer choose your product over the competition.

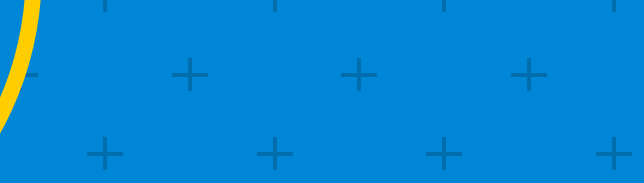
## PURCHASE

Customer purchases your product.



### Engagement Opportunity!

Make it personal! Send a welcome or thank you message, or a free gift.



I CAN'T WAIT TO TELL MY FRIENDS ABOUT YOUR BRAND.



Customer leaves positive review.

## RETENTION

Customer continues to experience and learn about the product or service benefits.

### Analyze

Gather data on customer purchase behaviors and preferences.



### Engagement Opportunity!

Collaborate with your intermediaries to deliver a cohesive experience.

Here are some ways to engage:

- > Deliver a surprise-and-delight or service recovery gift
- > Recognize personal milestones
- > Recognize brand milestones
- > Reward top customers
- > Provide a discount
- > Give exclusive access to experiences, products or services
- > Offer a referral bonus
- > Send digital or print communications

### Analyze

Continue to gather data throughout the engagement process.

I FEEL LIKE YOUR BRAND JUST "GETS" ME.



Customer receives ongoing communication keeping your brand top of mind and solidifying your relationship.

## REPEAT PURCHASER: CUSTOMER LOYALTY

Understanding the customer experience journey helps you speak to customers effectively. You attract—and keep—their attention as they move through the buying cycle. When the time is right to purchase, they'll have trust and confidence in your brand and product.