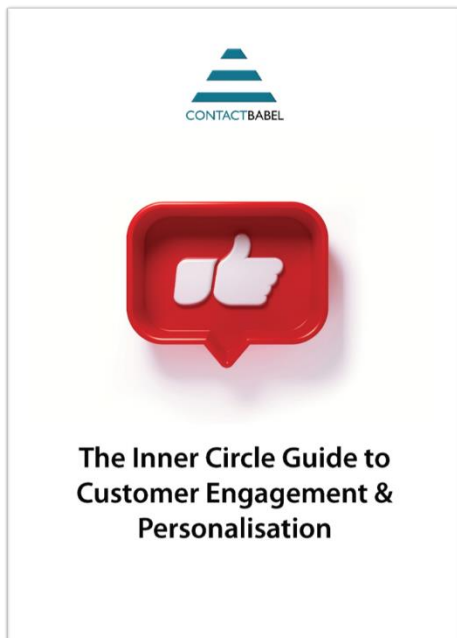




The Inner Circle Guide to Customer Engagement & Personalisation



The contact centre and website are now the main customer touchpoints for many businesses. CX leaders are looking at ways to extend the positive reach of the brand beyond the original marketing messages, keeping customers positively engaged and turning them into profitable long-term advocates.

This report advises businesses looking to improve their customer engagement and loyalty through personalisation strategies and techniques, hard data and technology solutions.

“The Inner Circle Guide to Customer Engagement & Personalisation” draws on surveys with hundreds of contact centres and thousands of consumers, providing unrivalled insight for organisations which want to understand how to engage their customers effectively and deliver personalised service that goes beyond what their competitors can offer.

Report sponsors benefit from:

- Being able to **market to the report’s downloaders**, with full GDPR-level consent. Details include email address, phone, contact centre size, vertical market and interest in purchasing specific technology solutions in the next 12 months. **Downloaders are provided for a minimum of 12 months**
- Providing **prominent branding, advertising and market education content** throughout the report, and directly answering the questions businesses put to us about customer personalisation and engagement
- Receiving both **UK and US own-brand versions of the full report for your own use and distribution**, providing you with the hard data and insight to influence your prospective customers.

Sponsors of **Inner Circle Guides** get a credible platform to explain their products and solutions, as well as widespread access to decision-makers who are already interested in these solutions.

The report will be launched on May 28th 2024, with sponsors’ artwork & copy due on May 22nd.



The report will provide the hard data and actionable insights that businesses need to make decisions. Areas covered within the report include:

The Building Blocks of Personalisation & Customer Engagement

- What Needs To Be In Place To Carry Out Effective Personalisation
- Customer Personalisation’s Importance to Contact Centre Strategy
- The Measurable Benefits of Personalisation, Tangible Benefits and ROI
- Interaction Analytics: Intent, Sentiment, Predictions
- The Single View of the Customer
- Cloud’s Role in Customer Personalisation
- Customer Engagement and the Moment of Truth
- Building Customer Segments and Personas
- Channels of Choice – High Emotion, Urgent and Complex Interactions
- Personalising Voice and Digital Channels Without Doubling Cost and Effort

The Role of the Agent

- AI-Enabled Agent Assistance
- The IVR Experience and Customer Engagement
- Customer Effort: Improving the IVR Experience
- Interaction Routing and Customer Personalisation
- Scripting and Managing the Call
- Helping the Agent to Help the Customer
- Video and Personalisation
- The Human Angle: Empathy and Emotional Intelligence

The Role of Self-Service & Automation

- The Use of Web Self-Service: Search, FAQs and Virtual Agents / Chatbots
- Escalating from Web Self-Service to Live Telephony
- Personalising Service for New Customers
- Personalising the Website
- Personalising The Mobile Customer
- Proactive Customer Engagement
- Success Factors and Pitfalls for Personalisation and Customer Engagement Projects

COSTS AND BENEFITS

Feature	Bronze	Silver	Gold	Platinum
Supplier Directory entry: full-page entry, logo, hyperlink & contact details	✓	✓	✓	✓
Full-page advert, with hyperlinks if required		✓	✓	✓
Own-brand version of the full report for your website & distribution			✓	✓
Full contact details of downloaders of the report for a minimum of 12 months (with GDPR-level consent)				✓
Full-page case study or thought leadership article within the report				✓
Front-page branding				✓
Cost	£500	£1,500	£2,750	£3,750



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