

Customer Engagement Inspiration Guide





Introduction

We're calling it now: 2023 is the year of customer engagement.

With rising customer acquisition costs, it's more expensive than ever before to attract new customers. These increasing costs are pushing many businesses to invest in areas with a proven success rate: existing customers.

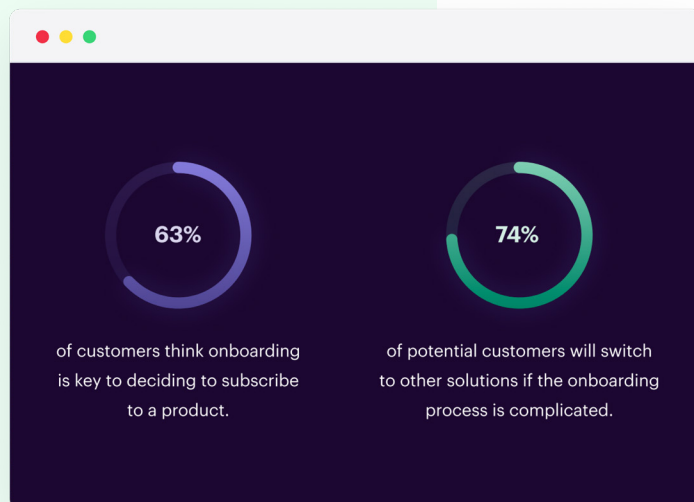
Think about it. Your existing audiences are already familiar with your products and services, so they shouldn't require too much convincing to do business with your brand again. Plus, your organization can use [owned media channels](#) (like email, SMS, push, etc.) to reach and engage these users – giving you complete control over your content and customer data, while keeping costs down.

In this guide, we'll share 10 ways your business can engage existing prospects and customers to increase [customer lifetime value \(LTV\)](#) and drive revenue for your brand. You'll learn how to create your own customer-centric campaigns and be inspired by real-life examples from top brands.

Contents

Introduction	2
1. Create an onboarding flow	4
2. Welcome new subscribers	5
3. Drive additional sales with abandoned cart campaigns	6
4. Re-engage dormant audiences	7
5. Win-back unengaged messaging recipients	8
6. Reward your most loyal customers	9
7. Referral programs FTW	10
8. Add a chatbot to the conversation	11
9. Build better engagement over time with an omnichannel approach	12
10. Collect feedback	13
Small changes lead to big results	14
About Twilio Segment	15
Recommended reading	16

1. Create an onboarding flow



What is it? Onboarding is a valuable process that helps a customer quickly familiarize themselves and see the benefit of your brand and products and/or services while allowing you to engage with them from day one.

Getting started: This flow should take place when a customer first visits your website or downloads your app. By taking some initial first information from them (such as their preferences over previous shopping habits) you can build custom audiences that power cohesive messaging via email, SMS, in-app tooltips, etc. From there, you can share relevant information with them, enhancing their experience and pushing them along into more meaningful lasting engagement with your brand.

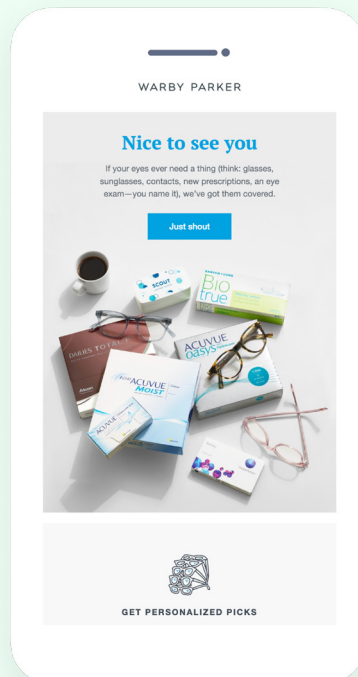
Real-world results: BigCommerce did just that by using [Twilio Engage](#) to create personalized journeys and improve conversion rates through their updated onboarding process.

This enabled their business teams to deliver custom campaigns out of Marketo, product analysis in Google Analytics, and more efficient Adwords remarketing resulting in **a 10 percent increase** in new trials and **a six percent increase** in trial-to-paid conversations.

Channels used: Email, In-app tooltips

Looking for more ways to improve user onboarding? Check out [A Data-Driven Guide to User Onboarding](#).

2. Welcome new subscribers



What is it? A [welcome series](#) is sent to new subscribers and contacts who have signed up to receive communications from your business but aren't necessarily customers. These campaigns typically consist of 2-4 messages sharing information about your products and services, brand values, and best practices for getting the most out of your offerings to help build trust and loyalty with new prospects and ultimately push them to convert.

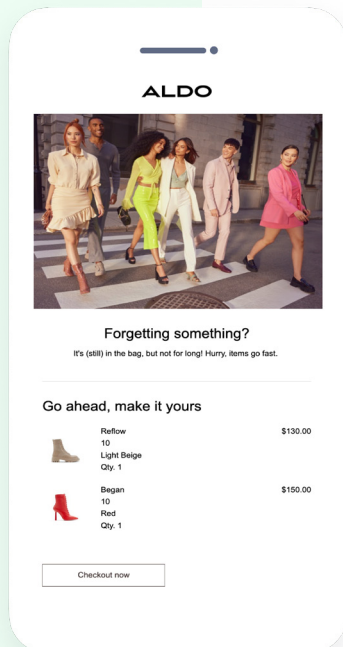
Getting started: Welcome series should answer new subscribers' questions and leave them feeling informed enough to determine whether your products/services are right for their needs. But, they don't have to be generic.

You should also use these messages as a way to learn about new subscribers, whether by asking what content they want to receive or using information they shared with you at sign-up. Using a [customer engagement platform](#), you can use this information to send more targeted welcome content relevant to a user's interests and use automated workflows to send these messages without human intervention. That can empower you to push these new users further down the funnel faster and at scale.

Real-world results: Eyewear retailer Warby Parker sends a punny welcome message to its new email subscribers. To help familiarize new users with its products and services, Warby Parker pushes these users to locate a nearby store, take a survey for personalized eyewear recommendations, read a guide to learn about products, and more.

Channels used: Email, SMS

3. Drive additional sales with abandoned cart campaigns



What is it? Are you users abandoning their carts just before checkout? [Abandoned cart messages](#) remind your almost-customers what they missed and can entice them to return to your site or app to complete their purchase.

Getting started: The best abandoned cart campaigns contain the exact products your users left behind. To achieve this level of personalization, your business needs to track on-site user behavior such as page views, button(s) clicked, product(s) added, etc. (using a tool like [Twilio Segment](#)) and have a way to feed this information into your email, SMS, push notification, and/or ad retargeting campaigns.

Now, with the relevant user and product data in your customer engagement tool of choice, you can personalize your abandoned cart campaign. Your message should include the product's image, name, price, and a link to revisit their cart and checkout – so they can pick up right where they left off. As a bonus, some businesses include custom codes for free shipping or 10% off to convince users to complete their transactions.

Real-world results: Retail company Aldo sends a cart abandonment email just a few hours after a user fails to checkout. While simple, this email is highly effective, allowing users to see exactly what they left behind and click the email's CTA to resume and complete their purchase.

Channels used: Email, SMS, Paid ads, Push notifications

69.99% average online cart abandonment rate

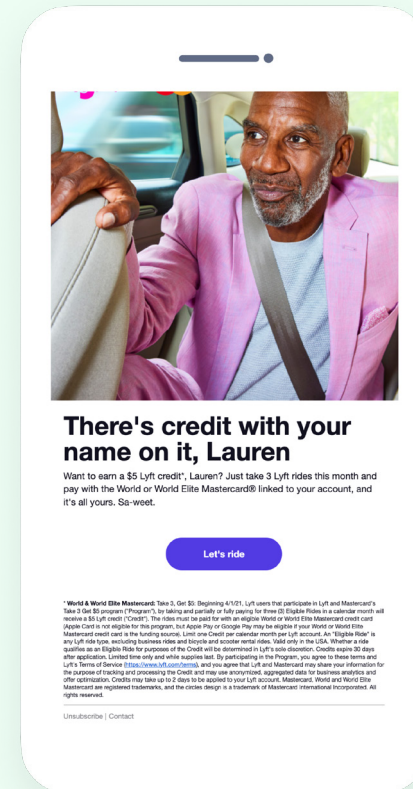
(Source: [Baymard Institute](#))

4. Re-engage dormant audiences

What is it? It's more cost-effective for your business to retain a customer than acquire one, making user re-engagement a huge opportunity to boost revenue. Sending the right message at the right time to the right person is all it takes to entice your customers to do business with you again.

Getting started: Start by determining how you want to segment your audience, like customers who haven't made a purchase or logged into their account in over three months. (Top tip: Twilio Engage lets you build an audience of dormant customers in minutes) Then, decide how your brand can win back their business (i.e. showing off your newest products or sharing a custom discount code), automate your campaign, and watch as your re-engagement skyrockets.

Real-world results: Rideshare company Lyft sends a re-engagement email to riders who haven't booked a ride through its app in the last few weeks. This eye-catching deal – 50% off their next 3 rides – tries to win back these customers and convince them to book their next ride with the company. Customers benefit from cheaper rides, while Lyft earns additional revenue they could have otherwise missed out on.



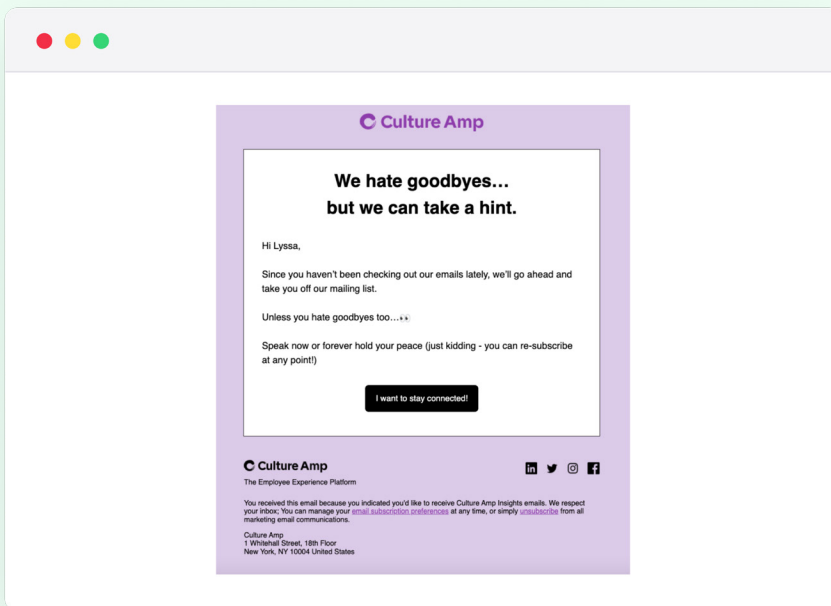
5. Win-back unengaged messaging recipients

What is it? Inactive email addresses/phone numbers and unengaged recipients can hurt your engagement metrics (clicks, open rates, etc.) and more importantly, your [deliverability](#). [Re-engagement emails](#) and SMS messages give users one last chance to continue receiving communications from your brand before you delete them from your subscriber lists.

Getting started: Unsure if your unengaged recipients want to keep receiving your messages? Just ask them! Segment your audience by low-engagement recipients, send them a message allowing them to remain opted-in, purge any contacts who don't reply, and watch your engagement metrics and deliverability improve.

Real-world results: Employee experience platform Culture Amp sends this message before retiring its unengaged email subscribers. Recipients can click the messages' CTA to stay subscribed and even specify which types of messages they care about moving forward (company updates, product releases, blog post newsletters, etc.). This allows the business to retire unengaged users while ensuring users only receive emails catered to their interests.

Channels used: Email, SMS



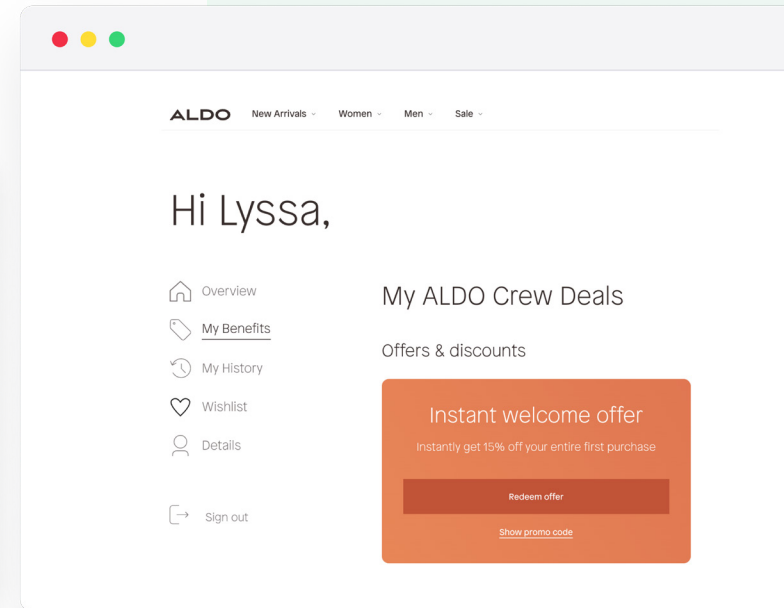
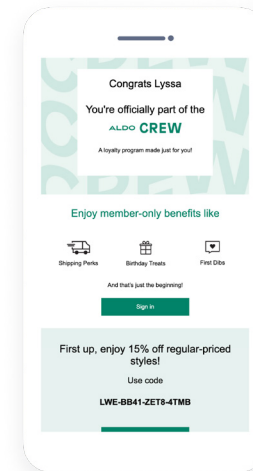
6. Reward your most loyal customers

What is it? [Customer loyalty campaigns](#) show your customers how much you appreciate their business by giving them exclusive perks like early access to sales, custom discounts, birthday and anniversary rewards, and more.

Getting started: Whether you have a formal loyalty program or just want to share one-off rewards to top users, your business can send an email, SMS, push, and in-app notifications to reward your best customers and ensure they come back to do business with your brand time and time again. You can target specific audiences based on their loyalty program tier, lifetime value, or even the number of purchases they've made in the last few months.

Real-world results: Retail company Aldo sends this email to welcome customers to its loyalty program. In addition to outlining membership benefits, the message also includes a custom code for 15% off the user's next purchase to thank the recipient for their loyalty. This same coupon code can be found on the user's account page when they first login to the company's website.

Channels used: Email, SMS, In-app tooltips



Launch your own customer engagement campaign with Twilio SendGrid's [free loyalty email template](#).

7. Referral programs

FTW

What is it? Referral programs (such as loyalty or subscription programs) are an excellent engagement tool to motivate future business in your top spenders. These programs can be anything from limited-time discounts, to points systems to use on future purchases, to a discount or free service in exchange for a referral.

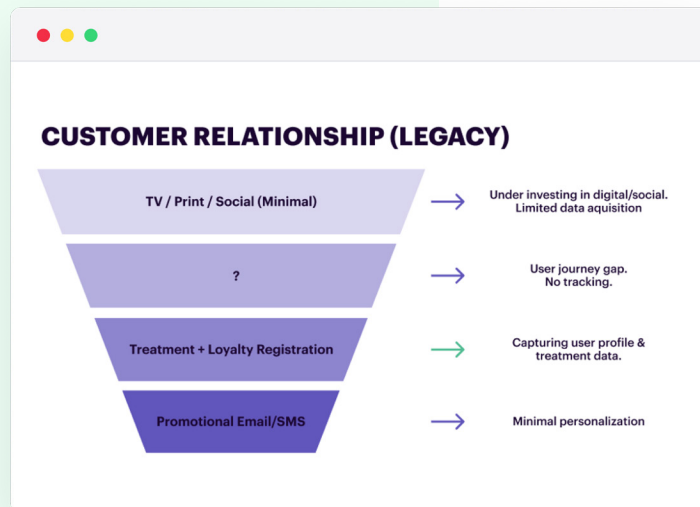
Getting started: There are three essential elements to starting your own referral program. The first is to have a place to track and analyze all the data from those who sign up and participate. Tracking this data means you start to see who your most influential and loyal customers are and can find ways to reward them even further with personalized campaigns that recognize that loyalty.

The second is to use that data to build audiences of your most engaged users. Using Twilio Engage's drag-and-drop interface, you can build custom segments of your customers within seconds. You can segment by criteria such as total purchase value and frequency of engagement.

The final element is sending that data to your marketing tool of choice, and personalizing the communications with content they care to engage with them in a medium that makes referral easy. Rich experiences make repeat customers.

Real-world results: A great example of a well-executed referral program comes from [Allergan Aesthetics](#) which used Segment, Twilio, and Snowflake to build a powerful new intelligent customer engagement tool that allows their team to communicate directly to their patients. In doing so, they were able to relaunch their Allē loyalty program which helped generate **\$400 million** in direct-to-consumer sales.

Channels used: Email, SMS



8. Add a chatbot to the conversation

What is it? Chatbots are conversational messaging tools that are often personified to help customers know where to go if they need quick self-service. They can be helpful to get your customers the answers they need quickly, without bogging down your agents with questions that customers can find for themselves.

Getting started: Building a chatbot is pretty easy to do and the payoff can be tenfold for the satisfaction of your customer, and the time savings for your employees. We recommend working with software that you can build on top of over time as customer needs change and your products/service evolves.

To create an even more personalized experience, you can also use a customer

data platform like Segment to make customer interactions more meaningful. Evaluate customer behavior using [event tracking](#) (like page views or form submissions) and create conversational journeys around those interactions. For example, perhaps the same customers who are writing to a chatbot to get answers about a specific item for sale are also interested in 'buy now, pay later' options and you can offer that to them within the conversation to enrich their experience.

Real-world results: A great example of this is [Rebag's AI-powered chatbot](#), Clair, which uses more than seven years of customer data to create an experience similar to a 'Shazam for purses.' Sellers can scan the bag they'd like to get appraised straight from their phone in the comfort of their homes. Clair then taps handbag data across 50+ brands to ID the designer, bag model, and typical resale price. If you're in the market for buying a used bag, the chatbot can help you search both in-store and online to find a similar or identical product straight from the site.

Channels used: SMS, Apps



9. Build better engagement over time with an omnichannel approach

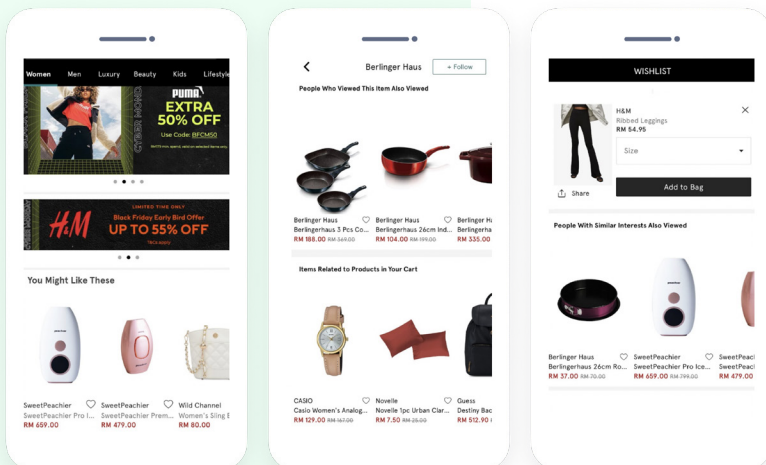
What is it? First of all, it's *not* multi-channel communication. This is a common misnomer, but the biggest difference between these two strategies is whether customers can switch seamlessly between channels (the hallmark of omnichannel engagement.) This means that regardless of where your customers reach you, your business sees the same information whether that's customer support, purchase history, or shopping preferences.

Getting started: The bad news? You may have to start from scratch. The good news? Finding a platform that can add channels over time (instead of trying to plug in several together as new communication platforms become available), and better yet one that pulls from a single customer record, can be a smarter long-term solution to enabling the personalized experiences customers have come to expect.

Further, removing silos from your channels allows you to capture a wealth of information on your customer's behaviors and preferences. Not doing so makes it nearly impossible to deliver hyper-personalized experiences that pick up exactly where a customer left off.

Real-world results: ZALORA, the one-stop online destination for everything fashion across Southeast Asia, recently switched to omnichannel marketing to upstart their conversion rates and deliver more personalized and timely messaging to their customers. Since [implementing this approach](#), ZALORA has **doubled its conversion rate** across its marketing campaigns while expanding data visibility across the organization.

Channels used: SMS, Email, Website, Social Media, Mobile App, Call Center





10. Collect feedback

What is it? Perhaps one of the simplest ways to gauge engagement is to literally ask your customers how you're doing and how you can improve. You can do this in several ways, such as regular surveys, opt-ins of new features, or asking for feedback live from a customer service agent.

Getting started: The best businesses never stop analyzing their data and improving their customer's experiences across all of their marketing channels. Check in with your customers and regularly test the success of new features to make sure they're helping deliver that satisfaction. Store all feedback in a place that you can easily share, analyze, and implement across your organization to improve your customer satisfaction.

Using a product such as Segment can do just that by collecting customer information and then building an audience of users around that data. For example, analyzing an audience who

recently signed up for an email newsletter but didn't click on the links to go back to the content that the email was suggesting. Using that information, you can then reach out to those customers for feedback about their lack of engagement and improve your email marketing over time.

Using the data to understand your customers allows you to push your value in unique and new ways as well as drive customer loyalty and retention. It also allows you to make sure you're putting money into campaigns that are working.

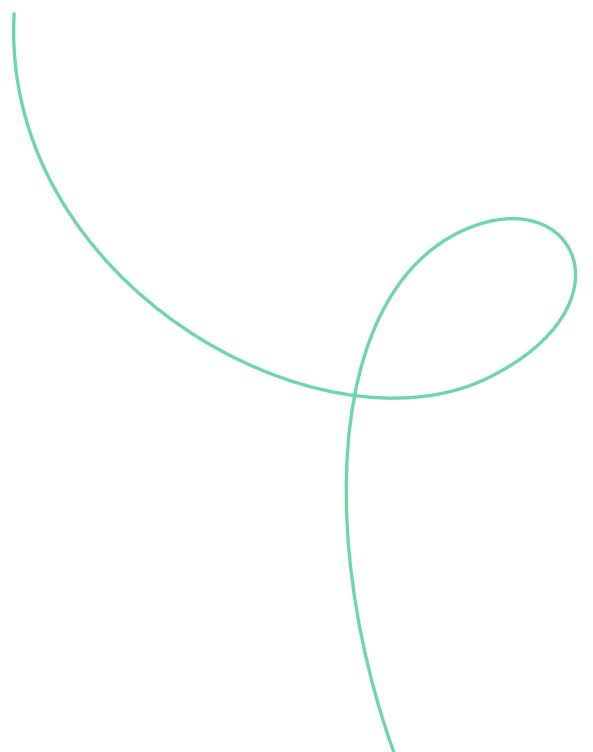
Real-world results: By consolidating all their customer data in one synchronized place, [Instacart](#) collects data from across applications, pushes that information to analytics and marketing tools, and has established a primary source of truth about customer behavior. This has cut down on hundreds of hours of engineering time as well as resulted in a better product and a more satisfied, loyal customer base.

Channels used: Email, SMS



Small changes lead to big results

Customer engagement can feel like an elusive, ever-changing metric that's hard to define and even more difficult to track. But it doesn't have to be. By starting small and building in ways to track data across communication channels over time, you will set your business up for both greater customer satisfaction and long-term customer loyalty.





About Twilio Segment

Twilio Engage uniquely puts the power of a native customer data platform (CDP) and native omnichannel together in one solution so marketers can build data-first, personalized experiences that reduce costs and grow lifetime value.

Built “data up” on Twilio Segment’s CDP, Twilio Engage enables marketers to quickly activate real-time, first-party data across best-in-class engagement channels from a unified solution without needing to rely on engineering resources—so you can go from idea to campaign in minutes. By providing a complete view of the customer and the ability to easily create and scale multi-step customer journeys across any digital channel, Twilio Engage helps marketers deliver more engaging and relevant customer experiences while driving long-term, efficient growth.

Learn how to drive customer engagement using Twilio Engage:
[Schedule a demo](#)

Recommended reading



The Ultimate Guide to Customer Retention

See the retention strategies top businesses use to boost engagement.

[Download now >](#)



6 Ways to Drive Customer LTV

Learn how to focus on customer retention and loyalty to drive scalability and profitability..

[Download now >](#)



How to Use Owned Media to Boost Marketing ROI

Drive loyalty and build cost-effective customer experiences with owned media channels.

[Download now >](#)



Thanks for reading



If you would like to learn more about what Twilio can do for your business,
please [contact the Segment sales team](#).