

CX DICTIONARY

What is Customer Engagement?

Customer Engagement is the emotional connection between a customer and a brand. Highly engaged customers buy more, promote more, and demonstrate more loyalty. Providing a high-quality customer experience is an important component in your customer engagement strategy.

Why is Customer Engagement important?

Gallup research shows that a fully-engaged customer represents **23% more revenue** than average. If you don't have a customer engagement strategy, you could be missing opportunities to interact with customers and build a relationship with them. There is no single customer engagement method that works for every company across all industries; however, a sincere focus on empathy, clarity, and simplicity in your dealings with customers

and prospects should be the basis for all of your customer engagement activities. There are many positive customer engagement examples that can be used to model a customer engagement strategy; major brands use everything from funny, responsive social media agents to personalized discounts and offerings to inspire loyalty and affection in their customers.

How does Clarabridge help with Customer Engagement?

Customer engagement is often the result of positive customer experiences. Clarabridge helps you capture and analyze data from every customer touchpoint, allowing you to understand which interactions are increasing engagement and which are hurting it. With the insights you gain, you can create a customer engagement model that outlines what kinds of experiences you want to deploy at each stage of the customer journey.

As a single platform for all kinds of customer analysis, Clarabridge gives you the wisdom to correct your missteps and plan future customer engagement activities so that you can reap the benefits of fully engaged, loyal customers.

Related Resources



Forrester Report: The Second Coming Of Digital-First Customer Service Solutions

7 Ways to Emotionally Engage with Your Customers

Over 50% of a Customer's Experience, is driven by how the Customer feels. Harnessing the use of Customer Emotions is key to driving successful outcomes.

In this webinar, we look at how to identify and use Customer Emotions to your advantage. This will lead to an improved customer experience, higher customer satisfaction and an improvement in employee engagement.



Getting Personal: Connecting with Customers via Messaging



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Customer Experience Dictionary

- Customer Effort
- Customer Engagement
- Customer Experience Management
- Customer Journey Mapping
- Natural Language Processing
- Net Promoter Score
- Omni-channel
- Predictive Analytics
- Sentiment Analysis
- Social Engagement
- Social Media Reporting Tools
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- What is Text Analytics?
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