

CUSTOMER ENGAGEMENT MANAGEMENT

Engaging with your database helps turn first-time orders into repeat customers, increases order frequency, and encourages customer advocacy. Execute campaigns that are designed to create opportunities for your customers to interact with your brand, and quantify the success with powerful tracking and reporting tools.

- Drive repeat sales and increase basket size with re-marketing
- Delight customers with dynamic personalised content
- Create opportunities to interact in ways your customers love
- Measure KPIs in real-time to understand how engagement translates to revenue.

Solutions For All Customer Engagement Needs



Marketing Automation

Increase lead generation, grow your marketing database, and improve sales conversion through remarketing activities. Develop new sales channels and automate your digital marketing experiences with triggered communications. Drive customer engagement with personalised interactions through a host of omni-channel campaigns and promotions.



Email Marketing Toolkit

Send segmented messages with dynamic content to drive email conversion and create a robust source of revenue for your business.

Harness the power of email effectively using our team of experts and the Email Marketing Toolkit. Leveraging industry insight and experience to create high-performing marketing campaigns.



Sales & Marketing ROI Reporting

Quantify the effectiveness of your digital marketing strategy as it translates to revenue from your retail locations in real-time. Understand which email campaigns drive conversion to different segments of your customer base, and use this information to create higher-performing campaigns.



NPS & CSAT Analysis

Analyse text feedback from customer satisfaction surveys such as NPS and CSAT to get a true understanding of your customers' experience with your product or service. Quantify the results through ongoing trend analysis to understand the reasons driving customer satisfaction, experience and ratings. Use AI technology to determine root cause, and deliver key actions and solutions through a customised reporting framework specific to your business and industry.



Loyalty Programs

Create loyalty and reward programs that will keep your customers coming back for more. Whether you're after a points-based redemption program, wanting to reward shopper frequency, target key sales and promotions to specific audiences or simply track loyal customers across a range of channels, Touchpoint Group's marketing automation platform can support your requirements.

How omni-channel marketing and analysis can drive engagement

The modern consumer expects relevant information delivered to their inbox regularly enough to remind, but not annoy. They also expect a seamless experience transition from in-store to online. While these expectations can seem insurmountable, the reward you get for achieving customer satisfaction is a customer who becomes a loyal and supportive advocate of your brand.

Drive engagement and create personalised content that converts customers into brand advocates today. Armed with a team of experts that can help make your campaign ideas a reality, we're here to help.

GET STARTED TODAY; enquiries@touchpointgroup.com

www.touchpointgroup.com/solutions

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