

Measuring and Driving Customer Engagement

Northeast Contact Center Forum

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Overview of Constant Contact

Why Engagement With Your Customers is Important

How Constant Contact Measures and Drives Engagement

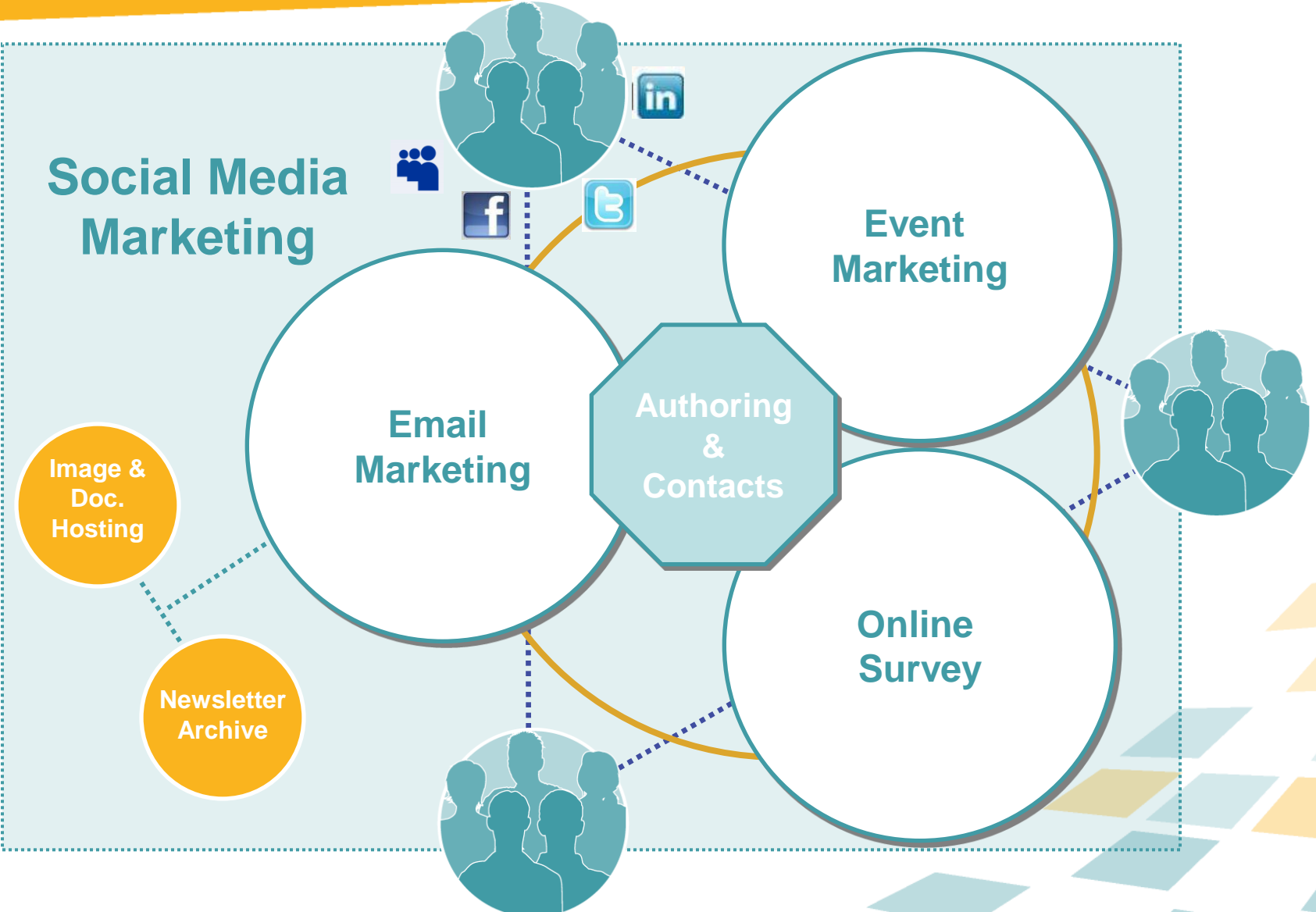
Q&A

**Help small organizations
create and grow
customer relationships**

**Revolutionize the success
formula for 5 million
small organizations**



Suite of Small Business Marketing Solutions



We Deliver Success for Our Customers



**Great, Easy-to-Use
Products**

+

KnowHow

+

**Coaching with a
Personal Touch**

=

**Customer
Success**



Why is Customer Engagement So Important?



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How do we define “Engagement”?



Committed to a long-term relationship

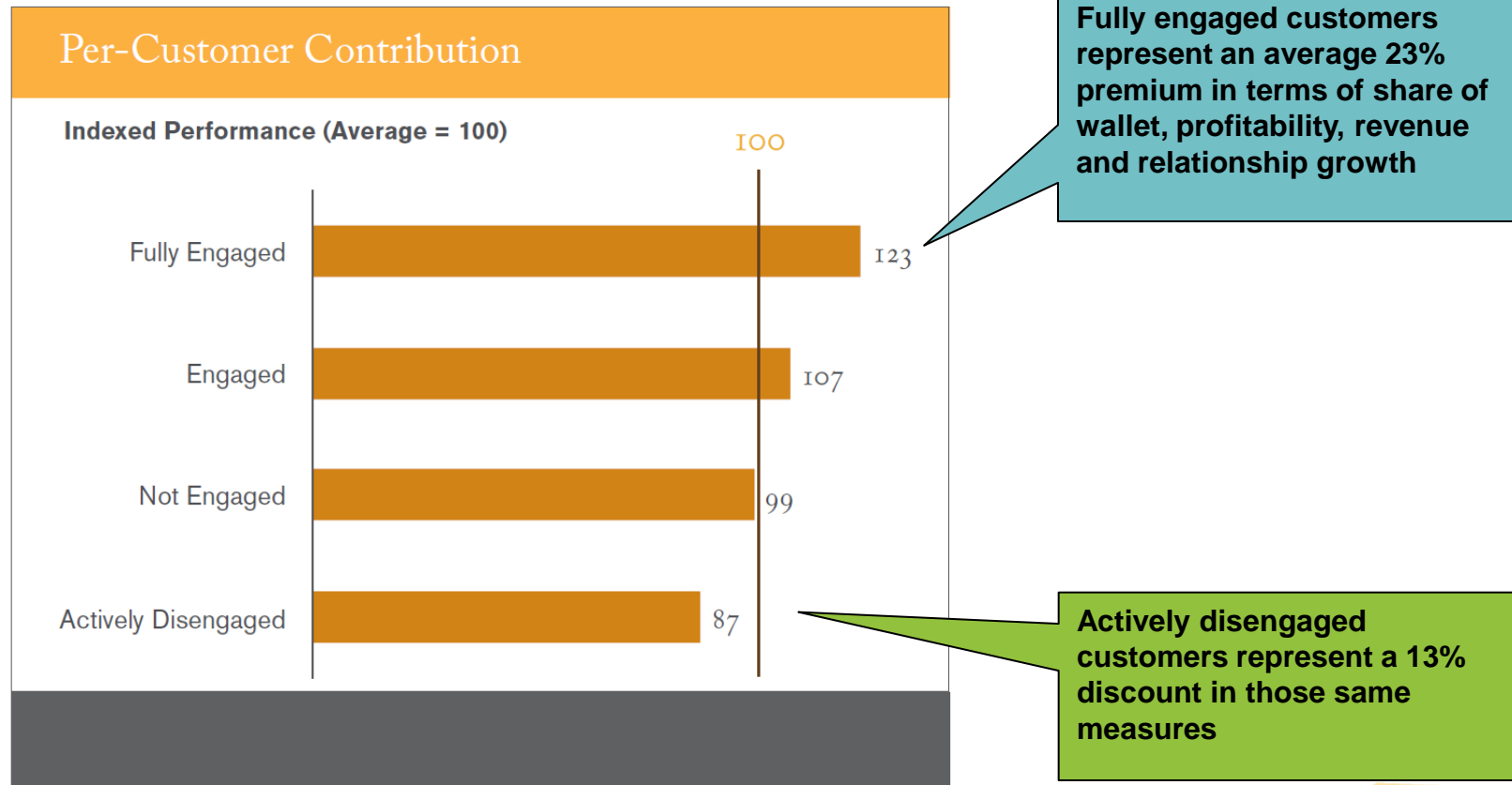
Proactively involved

Emotionally, psychologically, and physically connected

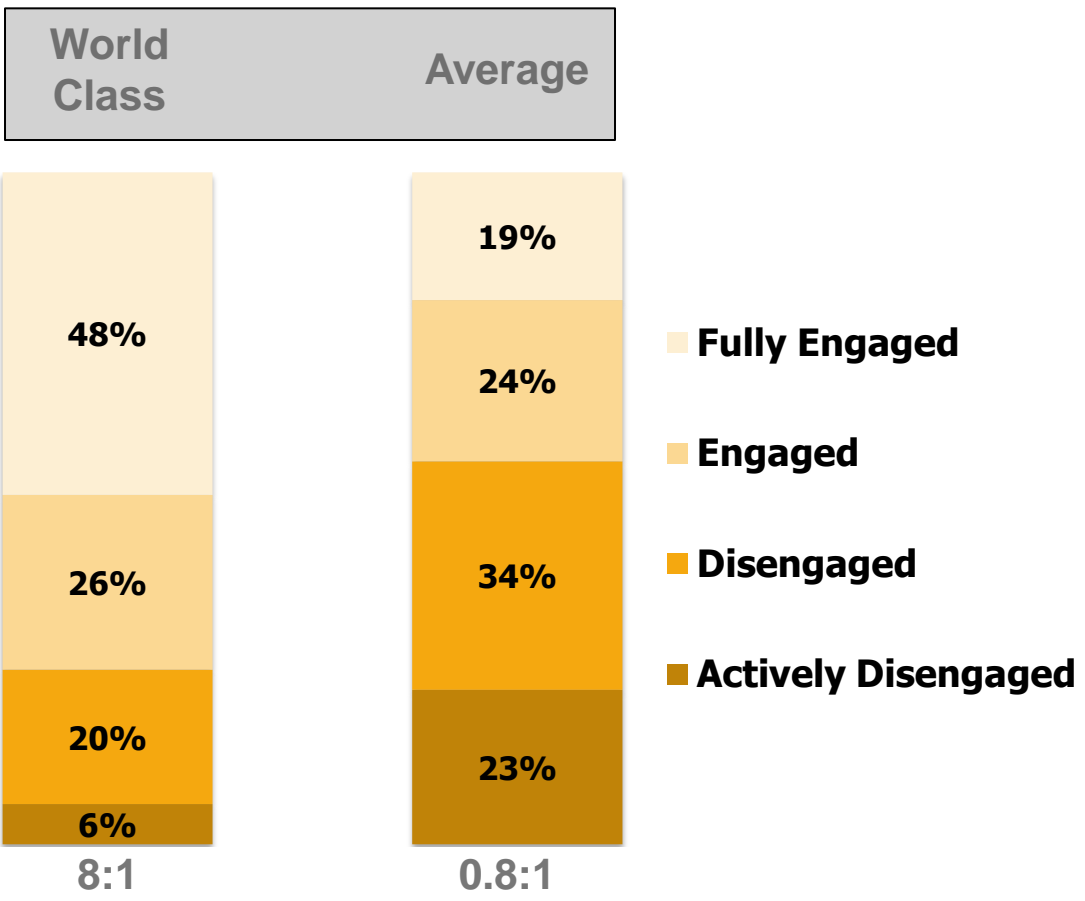
Simply “Satisfying” customers is not enough

- ✓ Customers may be pleased with your service or product but lack an emotional connection to your company
- ✓ Can result in customer attrition for minor reasons

Organizations that create a high level of engagement with their customers are more successful than those who don't!



An “engagement ratio” can be used as a macro-level indicator of an organizations health

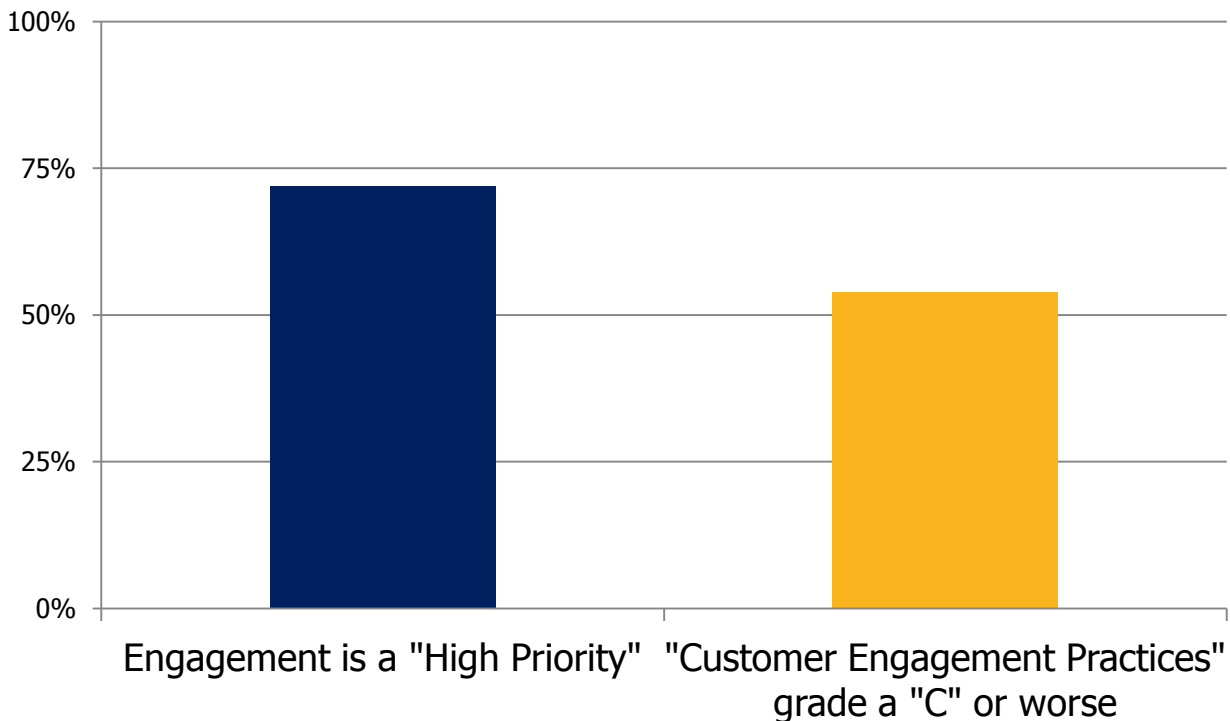


Source: Customer Engagement, What's Your Engagement Ratio?, Gallup Consulting, 2009
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Creating and Driving Customer Engagement is an issue for many



B2B Marketers Study on Customer Engagement *



* 2010 Customer Engagement Study, Business Marketing Association and SPSS, April 2010

There are many facets to creating an engaged customer

Emotional Attachment

Moving Beyond Satisfaction

Key Touchpoints

Brand Alignment

Local Variation



Every time a customer interacts with you they either become a little more or a little less engaged!



Data isn't easy to get

Available data is spread around the company

Behaviors can't always be tied to a specific customer

There is no universal formula for measuring engagement

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Our challenge?

**Continued success in
customer acquisition, but**



**Growing numbers of
customer attrition !**



Why Customer Engagement is critical to our long-term success



We believe successful use of our products and services (as measured by engagement) will compel our customers to stay longer, buy more, and advocate for CTCT.

The challenge is to develop an engagement score, all inclusive of the key metrics that measure and drives a customer's engagement with CTCT's products and services.

The goal of our Customer Success Index (CSI) is to put a tool into the hands of those employees who influence customers that provides clear direction for educating and coaching them toward a higher level of engagement.

Get customers on the “happy path”
and keep them there!

Customer Success = Our Success!

CSI has become the “barometer” of
Customer Success

So what is CSI?

Something that predicts future behaviors?

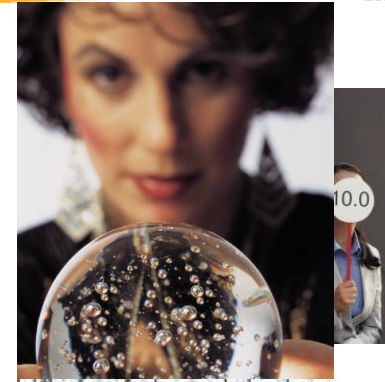
- ✓ A measurement of a customer's level of engagement at any point in time.

A complex, multivariate, canonical correlation analysis of discriminant, recursive clusters?

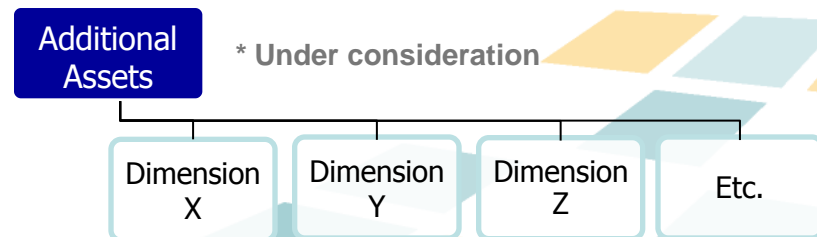
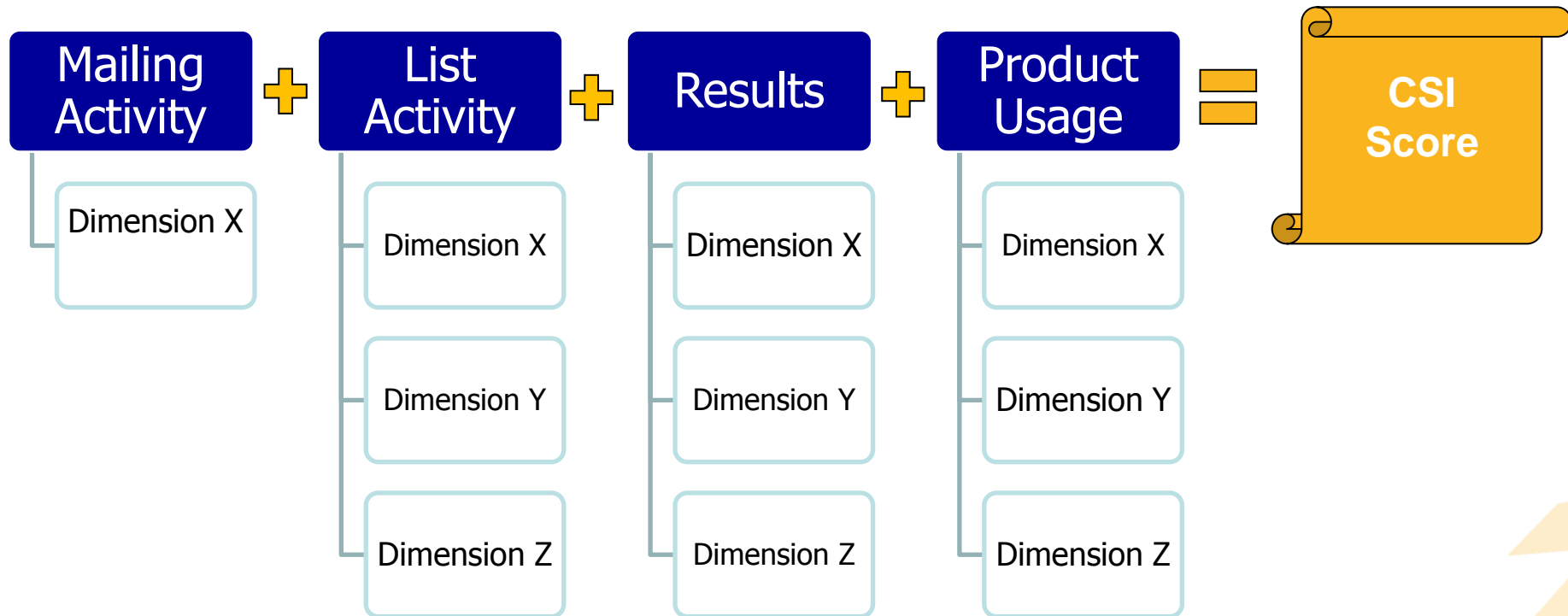
- ✓ A simple summation of multiple engagement scores

Something our customers would find difficult to follow?

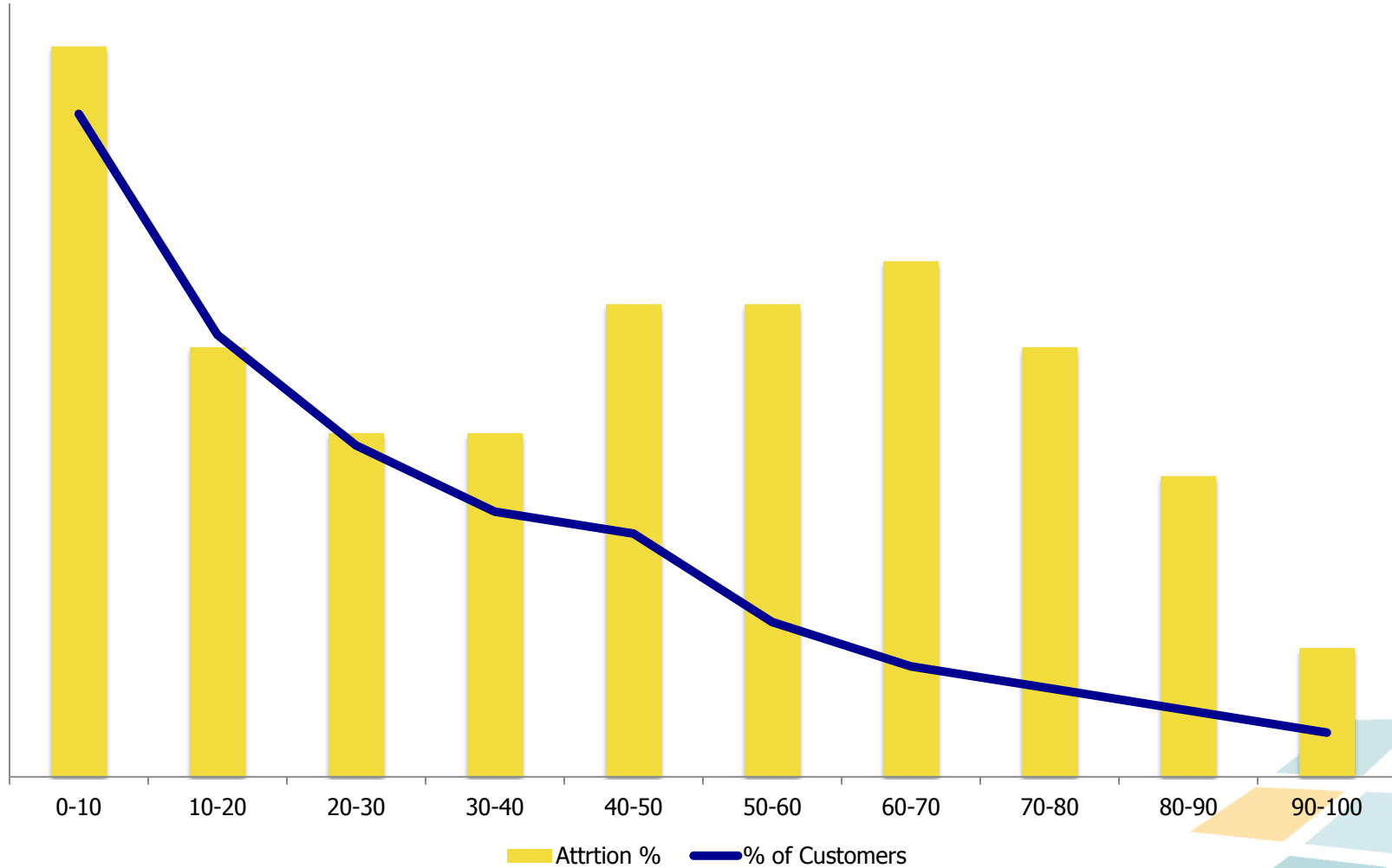
- ✓ All components of the CSI score must be actionable!



What makes up the overall CSI score?



The correlation between CSI scores and customer attrition is very strong



CSI scoring helps Constant Contact better engage with their customers in three ways



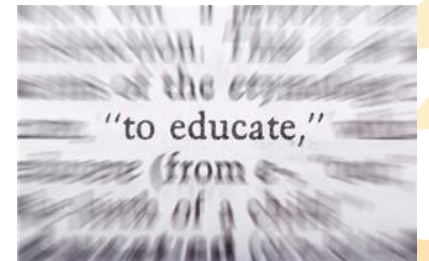
✓ **Helps Sales with onboarding new customers**



✓ **Enables Marketing to target customers with more tailored messages**



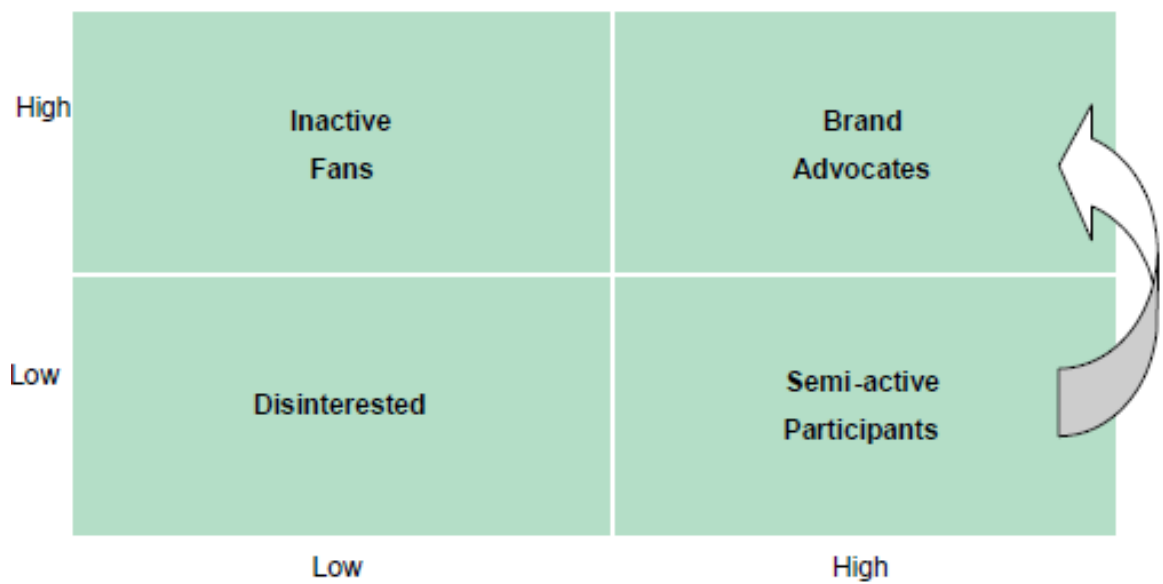
✓ **Enhances Support's ability to coach customers to maximize the benefit of our products**



Engagement coupled with Satisfaction represents the "perfect marriage"



■ **Customer Satisfaction is the intimate connection with your product/service**



■ **Customer Engagement is the involvement and interaction with your product/service**

CSI wrapped around our Product, KnowHow, and Coaching with a Personal Touch enable us to:



- ✓ **Target our customers with specific, prescriptive actions that put them on and keep them on the “happy path”**
- ✓ **Provide employees with actionable insight on how best to influence engagement**
- ✓ **Put our customers in the best possible position to become successful engagement marketers**

Questions?

