

ENGAGING CUSTOMERS IN THE DIGITAL WORLD

EP.
01

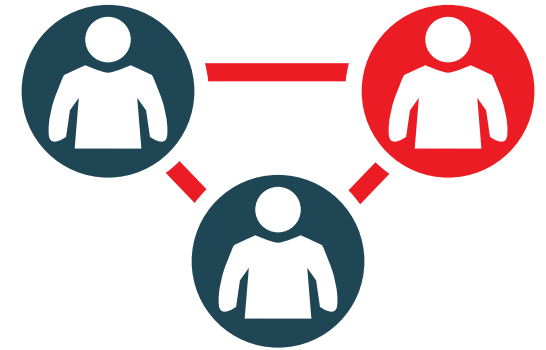
BUSINESS
INNOVATION
PLAYBOOK
PODCAST

 [dpt solutions.com](https://dptsolutions.com)

BUSINESS CHALLENGES



**ENGAGING NEW
BUSINESS**



**CUSTOMER RETENTION
OPPORTUNITIES**



**UNPREDICTABLE REVENUE
STREAMS**

BUSINESS JUSTIFICATION

80

MILLION

Millenials are in the United States with 2.5 Billion globally and they are becoming your new buyer.

82

PERCENT

Of consumers have stopped doing business with a company because of poor customer service.

136.8

BILLION

Is lost in a single year by United States companies due to avoidable customer switching.

YOUR BUYER IS CHANGING!

BUSINESS OPPORTUNITIES



INCREASED REVENUE

86% of buyers are willing to pay more for a great customer experience. Regardless of B2B or B2C selling, the overall experience is key to increased margins and even service as a product.



GROWTH

New buyers mean new methods and opportunities of engagement and value propositions. With the constant evolution of buyer habits, leverage data to pivot with market changes.



CUSTOMER SATISFACTION

Customer satisfaction is key to sustainability and growth. If your customers aren't happy, all of the work landing the account is for naught.



UPSELL AND CROSS-SELL OPPORTUNITY

Happy customers will look for ways to do business with brands they trust and have history with. It is easier to create growth with existing accounts than net new business.



INTERNAL AND EXTERNAL ALIGNMENT

Alignment is key to a great customer experience. The more knowledge your team has regarding account information, the better aligned they are in creating great service.

NEXT STEPS



UNDERSTAND YOUR CUSTOMER

Consider performing a voice of the customer engagement to gain input and feedback on what your customers value the most and how their business needs are evolving surrounding the products and services you offer...and maybe even additional business opportunities.

ESTABLISH ACCOUNT DEPTH

Understand your account relationships in-depth. Develop a strategy for both succession planning as well as multi-level depth planning to avoid single relationship alignment.

COMPLIMENT TRADITIONAL PRODUCTS

If you compete in a market in which price is a commodity and competition is considerable, differentiate through customer experience. Remember that customers want easy and they are typically willing to pay for added service that make their lives easier.

360 DEGREE VIEW

Develop an infrastructure that will allow for a 360-degree view of your customer. This will help provide tangible account data while also enabling and empowering your internal teams to provide exceptional customer experience.

CONTACT US

dptsolutions.com
info@dptsolutions.com

After 20 years serving our employees and customers, we value our relationships and our reputation in the community. DPT employs a team of visionaries, business strategists and technology innovators who have held senior leadership positions across various industries and business sizes. Our combined business strategy team has over 100 years of experience working in senior leadership positions. Because of this experience, we don't only talk strategy, we understand the challenges and have the knowledge and network to solve them.

Leading with "why" is what makes us different. Technology alone is not going to solve business challenges, and in fact, it might compound them. With our industry expertise, combined with our approach to innovation, you are sure to have a solution that will solve today's business challenges and help you grow into tomorrow.



**Business Process
Strategy & Automation**



**Customer Relationship
Management (CRM)**



Customer Experience



Marketing Automation



Field Service



Finance & Operations