

6 Customer Engagement Strategies

Engaging customers can seem intimidating, but with the right strategy you can be more proactive in communicating. It adds to the customer experience in an invaluable way.

You can implement these simple strategies in different communication methods.

Choose which works best for your business.

Orientation

1

It's not enough to just onboard someone as a customer. We have to educate them on best practices of using your product so they get the most value.

Facilitate

2

Delivering tips and references to your customers will facilitate proactive support and improving your customer service skills.

Soothe

3

In the event issues or system maintenance arise, inform your customers and soothe their concerns so there aren't many service issues on the backend.

Communicate

4

Make sure to keep your customers abreast of new products and services, features, upgrades, and integrations AND don't sell yourself short. Let them know how it benefits them.

Develop

5

We don't just plant flowers and let them be, or at least we shouldn't. So we wouldn't want to do the same to our customers. The customer experience is vast, but proactively engaging them is a significant part of the journey. By developing your customers, you also gain feedback in the process that will grow your business.

Boost

6

Most people call this upselling, but I like boost. If you engage your customers on the top 5 topics, you will build a stronger relationship with them. The feedback you gain from them will allow you to upsell them on solutions to their problems and boost your relationship even more. This will also lead to retaining them longer because they will be loyal to your honesty, time, and efforts which is also a boost for you.



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