

Keeping the Lines of Communication Open and Varied



By: Ron Whaley,
Chief Revenue Officer,
OSG Billing Services



Everyone likes to feel special and your customer is no different. Building and maintaining a relationship with your customer takes time, but it's time well spent.

Multichannel Communication

Today's customer doesn't stay still for long. Their attention jumps from televisions, to phones, to laptops and back. According to the 2017 Google

Consumer Barometer, in the United States alone, individuals used an average of 4.1 connected devices.¹ Multichannel communication refers to the use of different channels—i.e., mail, email, apps, websites—to communicate your message. A multichannel approach gives the customer a choice in deciding how they want to hear from you and how they want to reach out to you. Each channel is distinct and (hopefully) strong, but works toward the same end—connecting you and the customer. Providing the ability to choose their communication method lets customers know that you take the time to pay attention to their preferences. If a customer is more comfortable receiving communications via email, why send them a postcard? After all, the end goal is reaching the right customer at the right time with the right message through the right channel.

Ensuring your messaging stays consistent is paramount to any type of communication, but especially multichannel communication. There may be a variety of channels, but the message should always be the same. If

two channels are promoting completely different deals you do not look good. As the 2018 State of the Connected Customer Report states, "Customers are 3.7 times more likely to view seamless transitions between channels as important, versus unimportant."²

Lifecycle Marketing

Every customer progresses through a buying lifecycle with a company. To maintain your relationship, it's critical your communication with them progress as well. A new customer shouldn't receive a win-back message and similarly a customer you've had for years should not receive a welcome message. Ensuring your messaging navigates with the customer through their buying journey increases the impact of your communications.

Communicating through each stage of their buying journey lets your customer know you are there to help and support them along the way. Welcoming a new customer with a quick message starts the relationship off on a positive note. As your relationship develops, you

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can use the lines of communication to promote products and services specifically targeted towards your customer. Letting the customer know you understand their specific needs and requirements through targeted campaigns increases the likelihood of keeping the strong relationship you have already built. Aligning your communications with the buying journey keeps your messages relevant and shows the customer you're paying attention to their needs.

Checking in with Your Customers

When's the last time you checked in with your customers? You may think everything is humming along nicely, but is it? Has a customer contacted you with an urgent issue that needed to be addressed? Have you conducted a customer survey to see how you're doing? Any point of contact is a golden opportunity to create a positive interaction with your customer and make them feel like they are a priority to your company. Open lines of dialogue answer questions, clear up confusion, address issues and also can take the temperature of a "quiet" customer.

Even when there's no business taking place, you still want to stay in front of your customer and should always be looking for that additional occasion to connect and solidify your relationship. Whether it's through calendar-driven events, like Thanksgiving and New Year's Day, having month-to-month campaigns designed to subtly stay in touch with your customer drives engaging, positive communications.

As with any ongoing relationship, communication is key. Harnessing the benefits of a multichannel communications strategy keeps the dialogue between you and your customer accessible and relevant through every email, text, or letter. Creating lifecycle marketing campaigns with dynamically targeted messages ensures those emails and letters keep your company top of mind while strengthening your relationship. **cca**

References

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