

TIPS TO 6 WIN

in the

ENGAGEMENT ECONOMY

The world we compete in has **EVOLVED** ...

Digital transformation has forever changed the way companies do business.

Access to a wealth of digital information across multiple channels has driven a massive shift in buyer expectations.

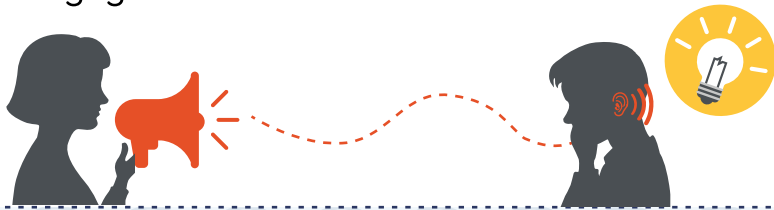
Individual buyers are more savvy, more connected and more particular about the brands they engage with.

They now demand that brands deliver an engaging experience that shares their values and demonstrates that they are understood on a truly personal level.

....In this 'Engagement Economy' how can brands **WIN**

1

LISTEN and **LEARN** about your customers and prospects across all touchpoints - Find out why, when and how they wish to engage to win their hearts and minds.



2

Ensure that all communications are via the individual's **CHANNEL** of choice, in **REAL** time and that each interaction is personalised, intriguing and compels them to act.



3

Deliver an immediate **VALUE EXCHANGE** for every single positive interaction not just purchase - Empower all individuals to choose how they are rewarded for this engagement.



4

Make all experiences **FUN** and **INTERACTIVE** to create a reason for individuals to want to revisit, time and time again - Keeping your brand front of mind, to find that perfect moment when they are likely to transact.



5

Individuals listen to their friends more than brands, so it is vital that the customer experiences compels them to **SHARE** - To drive member get member recruitment and brand awareness.



6

To be truly successful in this changing landscape **EMPLOYEES** also need to be engaged in a modern way - Develop personalised employee interactions, that include fun and rewarding engagement drivers, to ensure employees have the skill set, motivation and brand connection to also deliver true customer value.



ABOUT 3radical

Organisations today are increasingly competing on the experience they deliver to their customers.

- To win, they must find new ways of engaging:
- their employees - giving them the information, tools and networks they need to be engaged and effective
- their consumers - getting and keeping their attention over time

3radical has developed a software platform, Voco, which comes with a set of built-in best practices to promote relevant behaviours and achieve exceptional engagement with these audiences.

Voco enables business users to create personalised and interactive experiences in a real-time environment by delivering informative, relevant, and interesting content using a cross-channel approach via existing digital channels such as web, email, mobile app, social and chat.

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