

Looking to keep your customers? Engage with them.

Customers will keep coming back if you provide an exceptional customer experience.

HERE'S HOW



Be wherever they are
59% of customers are frustrated by being unable to connect with businesses on everyday channels.



Get to know them
53% of companies have already adopted analytics to paint a better customer picture. That's over 3X growth in just 2 years.



Make it cohesive
67% of marketers feel it's critical to create a connected customer journey across all departments and touch-points.



Plan for the future
Two-out-of-five contact centers worry that their current systems won't deliver against future needs.

Master the customer engagement lifecycle.

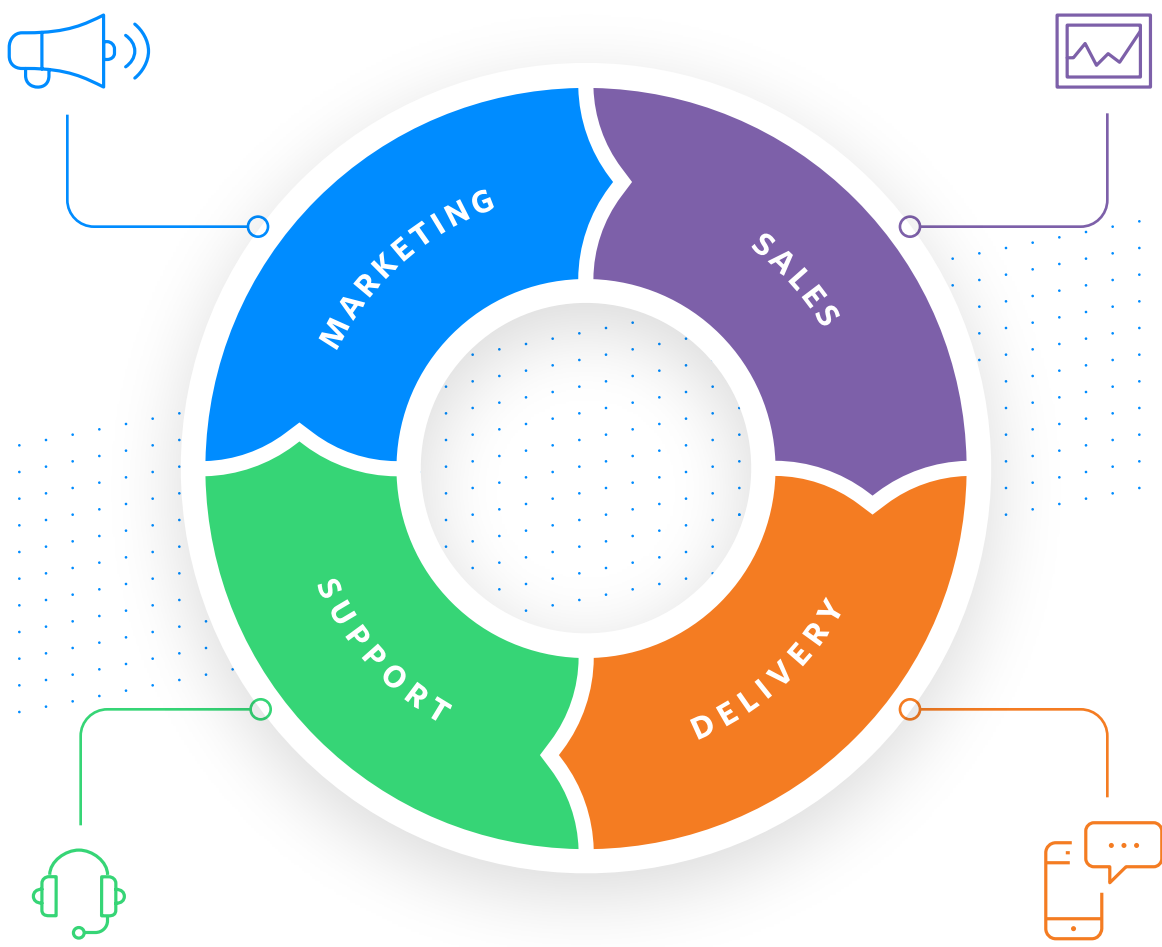
By being omnichannel driven, connecting customer touch points, empowering employees with data, and transforming outdated contact centers, you're well on your way.

Be omnichannel to nurture customers

- Consumers switch from one device to another. Listen to all.
- Deliver offers and promotions on all preferred channels.
- Intelligently route leads and track performance.

Convert via customer-centric dashboards

- Use AI-driven conversational assistants to help vet leads.
- Arm agents with context and customer insights.
- Deliver product info & place orders through SMS.



Real insight fuels more satisfying engagement

- Know your customer history. It builds trust.
- Securely & smoothly funnel inquiries to appropriate agents.
- Use SMS to auto-respond, process returns, provide fraud alerts.

Automation makes fulfillment easier

- Create more personalized interactions via phone or text.
- Send quick payment confirmations and appointment reminders.
- Set up real-time delivery notifications and tracking alerts.

Aligning around the customer gets results!

By turning to the cloud, Twilio clients:

- Digitally transformed customer engagement processes
- Experienced significant costs savings
- Increased conversions
- Improved developer and agent productivity

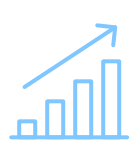
+55%

Annual increase in customer satisfaction

+41%

Annual growth in attainment of sales quota

RESULTS OVER 3 YEARS



277%

Return on investment



\$12.6M

In business benefits



Discover tips on designing a customer engagement strategy that will help maximize ROI.

Download the Complete Customer Engagement Handbook

It's free, from Twilio.