



Driving Customer Engagement in the Age of the Digital Customer

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- #1: Understanding Total Customer Contribution**
 - #2: Unlocking the full value of customers**
 - #3: Managing Customer Engagement throughout the customer journey**

Which Customer Is More Valuable?

Linda: \$33.18



Jennifer: \$25.63



Which Customer Is More Valuable?

Linda:

Jennifer:

“Brand
switcher”

Low social
media influence

Unwilling to
collaborate



Which Customer Is More Valuable?

Linda:

“Brand switcher”

Low social media influence

Unwilling to collaborate



Jennifer:

Repeat purchaser

“Mommy blogger” with 1,500 followers

Willing to co-create with Brands



Which Customer Is More Valuable?

Linda: \$ 68.83

“Brand switcher”

Low social media influence

Unwilling to collaborate



Jennifer: \$2,036.67

Repeat purchaser

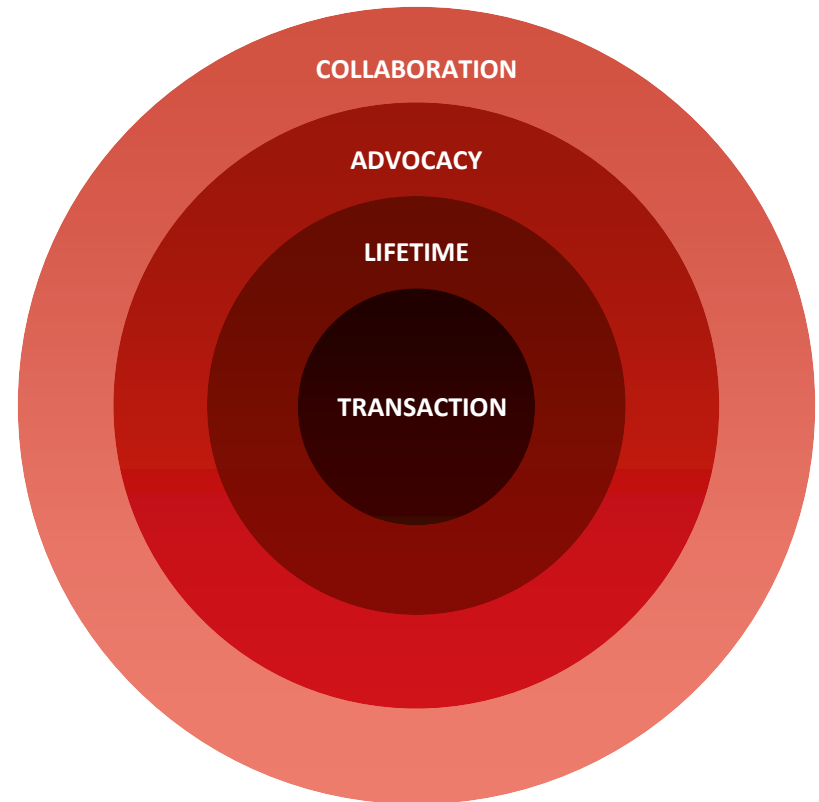
“Mommy blogger” with 1,500 followers

Willing to co-create with Brands



Q: How do I Find and
Drive the Full Value?

#1: Think Total Customer Contribution



Total Customer Contribution

Transaction Value

\$'s for specific purchase

Lifetime Value

Transaction x Frequency x Tenure

Advocacy

Influence on purchases of others

Collaboration

Willing to work with Marketer

Which Customer Is More Valuable?

Linda: \$68.83

Jennifer:
\$2,036.67

LT Transactions
2 for total
\$68.83

Advocacy : \$0

Collaboration :
\$ 0



Which Customer Is More Valuable?

Linda: \$68.83

Jennifer:
\$2,036.67

LT Transactions
2 for total
\$68.83

Advocacy : \$0

Collaboration :
\$ 0



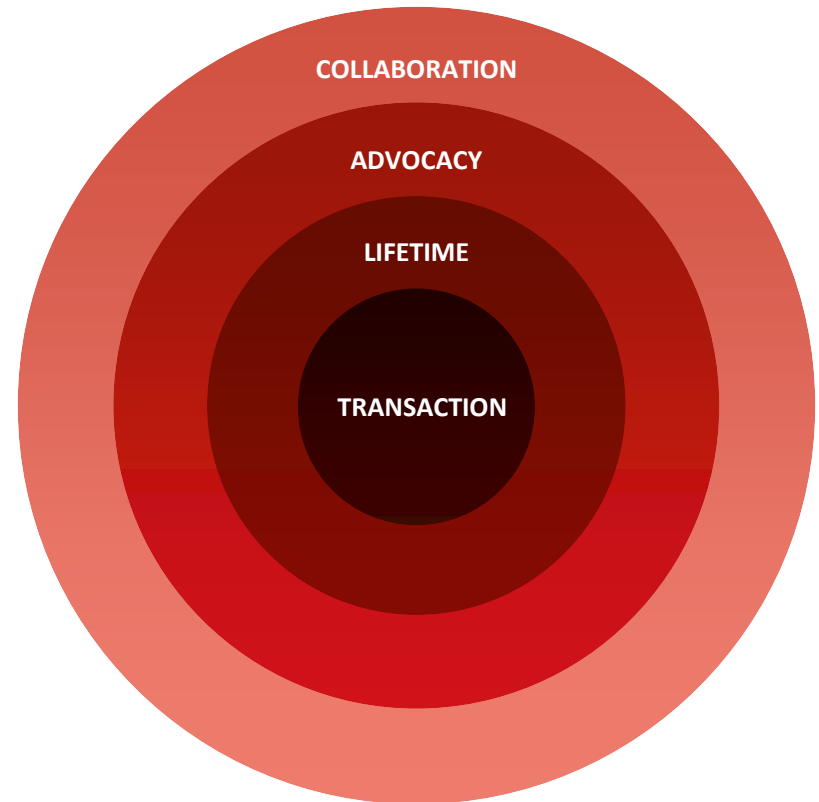
Lifetime
purchases :8
for total \$
203.34

Advocacy : 33
Influenced
purchases
totaling \$
833.33

Product/research
insights worth
over \$1,000



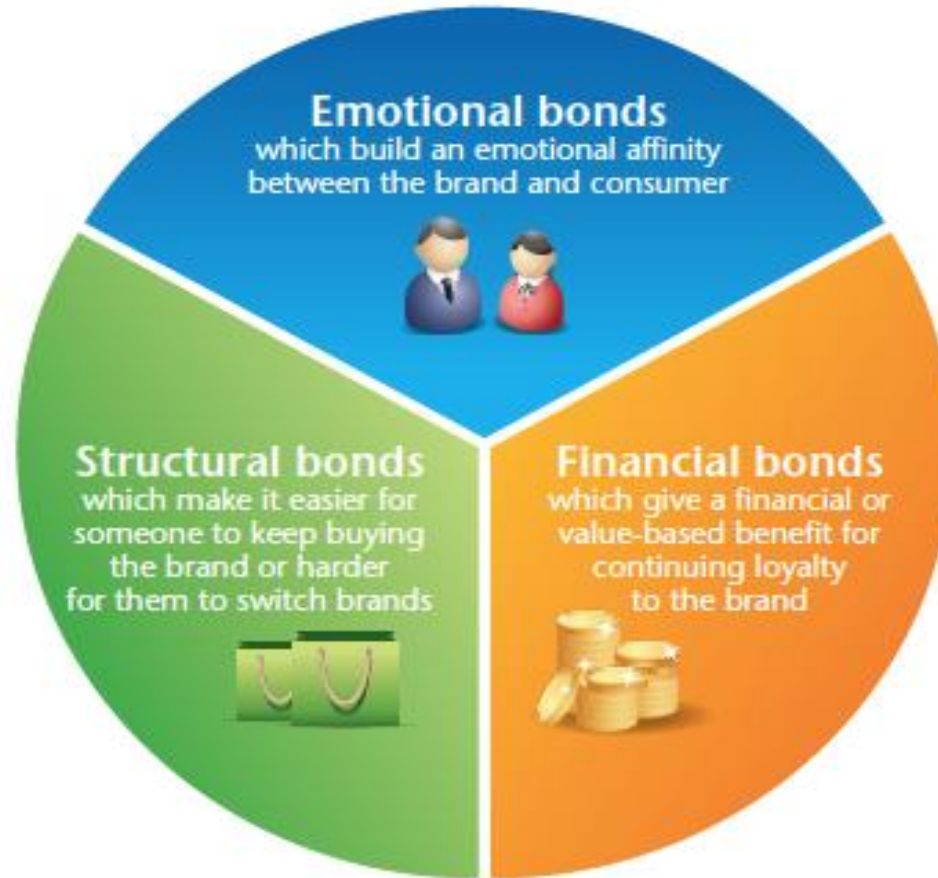
#1: Think Total Customer Contribution





#2: Unlock customer value

A bonded customer is worth up to 8x more than a customer who merely has a preference for the brand

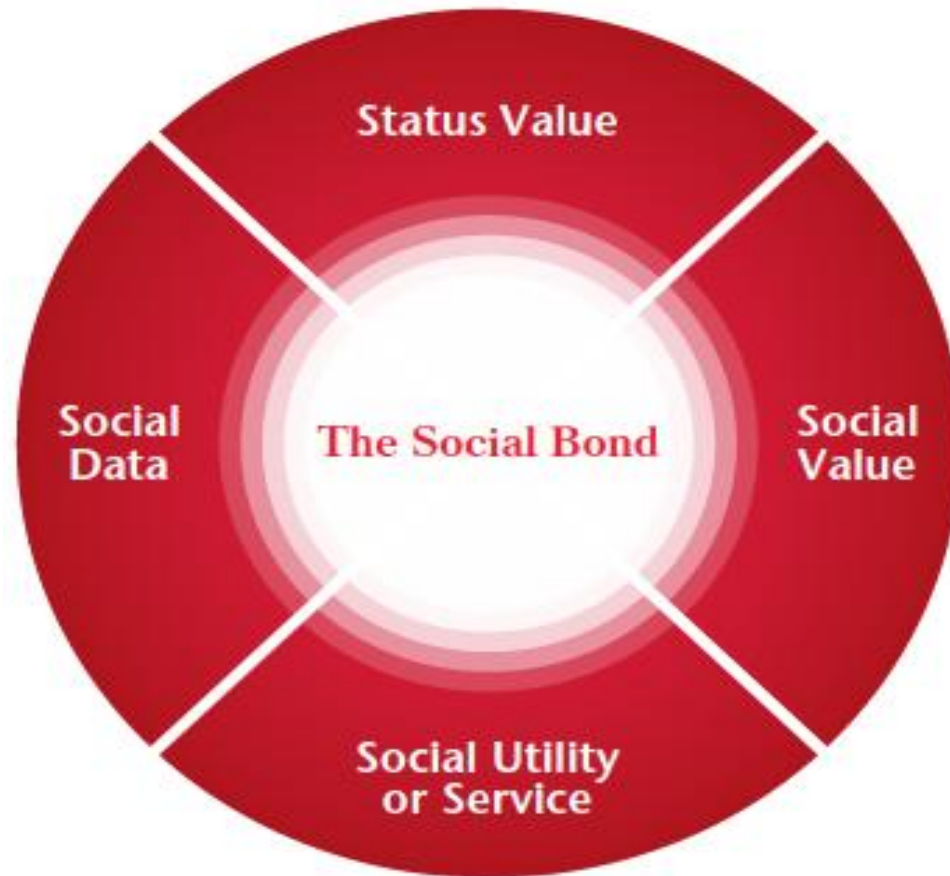


How American Express Does This

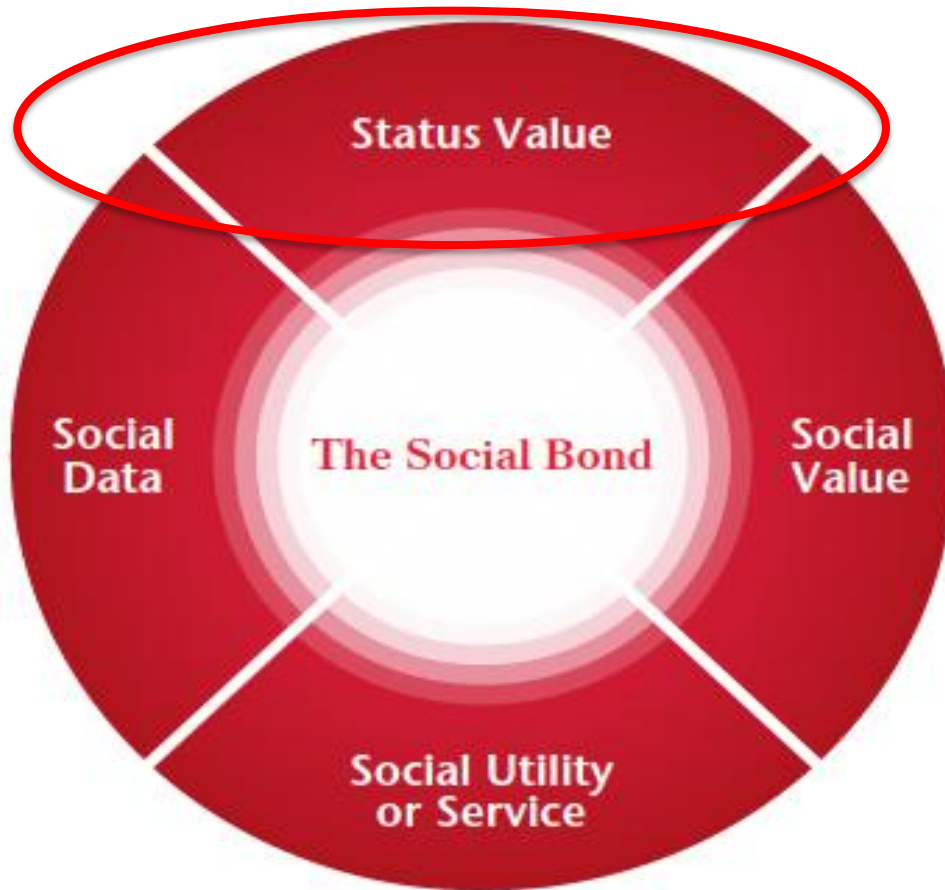
Member Since



A socially engaged customer has 42% more loyalty value than a customer who is bonded but not socially engaged.



BUT engagement rates in social communities average lower than 1%



#3: Managing Customer Engagement



THE CUSTOMER JOURNEY

Implications for Marketers

- **Beyond One-to-One: Managing One-to-Many-to-Many relationships**
 - **Less Control but more data to harness to drive customer engagement.**
- **Content travels further than every before**
 - **Moving from a marketing to publishing mindset**
- **Multiple touchpoints for engagement to drive value**
 - **People, Process and Platform transformation to orchestrate that engagement.**

Thank-you

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