

Blueprint for Protecting and Engaging Your Mobile-First Customers

When you think about creating a superior mobile experience for your customers, what are your primary goals? Your answer may be “Providing customers with a seamless experience no matter which device they use,” or “Reaching customers with personalized offers that drive greater share of wallet.” While both goals should be central to driving your mobile engagement strategy, there is one other that should be right at the top of your list – “Leveraging mobile to establish brand trust.”

So what’s the key to building brand trust and establishing this loyal, profitable customer base? Mobile. Your customers are mobile, and they are demanding high-quality, relevant mobile experiences from you. In today’s mobile-first world, brand trust is earned by protecting your customer through the delivery of contextually relevant information that adds value and enables an enriched experience for the user.

Building brand trust means cultivating loyalty, and loyal customers are your most profitable customers. According to Gartner, 80 percent of your company’s future revenue will come from just 20 percent of your customers, and Forrester states that it costs five times as much to acquire new customers as it does to keep current ones. Even more concerning is that 91 percent of unhappy customers will not willingly do business with your organization again, according to Lee Resource.

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But where should you start when it comes to leveraging mobile to build brand trust? This guide provides a blueprint that will enable you to implement a powerful mobile engagement strategy. This strategy protects your customers and fosters long-term loyalty that will help you build a level of brand trust necessary to gain a competitive advantage within your market.

How to Build Brand Trust

Brand trust is built by delivering on your brand promise. A strong brand promise enables you to deliver experiences that connect emotionally with your customers and differentiate your services and offerings. And in today's mobile-first landscape, if you want to connect emotionally with your customers, you need to be connecting with them through the most personal device they own – their mobile phone.

Brand promise will differ some from company to company and from industry to industry, but delivering information through and communicating with your customers via mobile must be part of every brand's efforts. Specifically, when it comes to mobile communications, there are four items you need to commit to as far as fulfilling your brand promise:

1. You must promise to only send your customers information that they sign up to receive from your company.
2. You must promise that the information your customers sign up to receive will be delivered in the way that they asked for.
3. You must promise that the information you send your customers will be relevant to them in the mobile moment.
4. You must promise that the information you send your customers will add value to their experience with your brand.



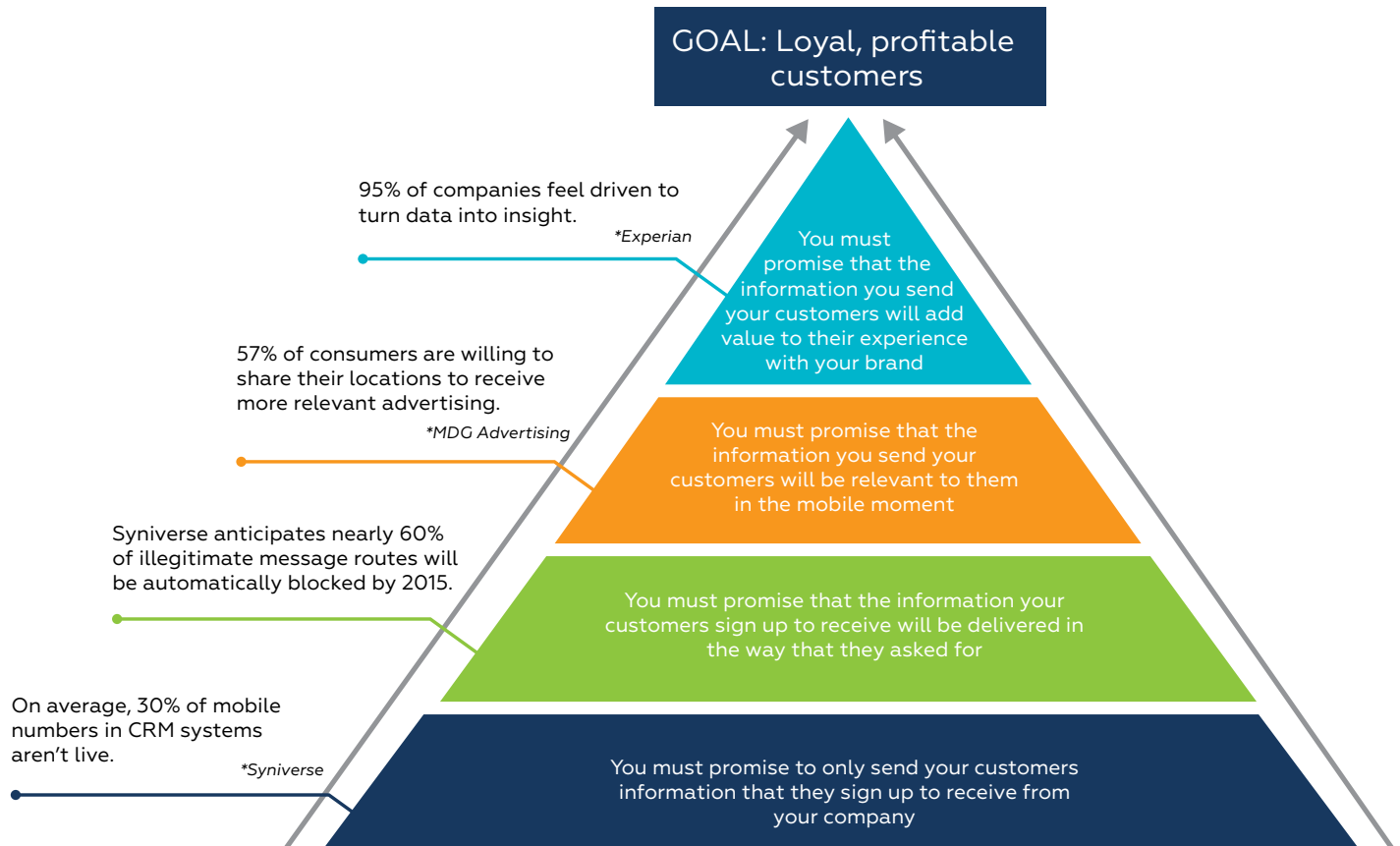
The blueprint below outlines the steps you should take to address each of these promises along with the applications of mobile that you should implement to build trust and ensure you keep satisfaction central to your mobile engagement strategy.

Each of these steps builds on each other in the journey to deliver on brand promise and develop brand trust with a loyal, profitable customer base. Some steps, such as securing opt-in, are imperatives, while other steps, such as setting up customer segmentation or preference management, are not requirements but best practices based on your mobile engagement strategy. For example, your requirements will differ if you are sending promotional messages, such as special offers or coupons, versus sending transactional messages, such as shipping notifications.





Building Brand Trust



Six Steps to Building Brand Trust

1. Securing opt-in

To effectively communicate with your customers through mobile, you must gain their explicit permission first. There are variations of laws and regulations by country that require single or double opt-in from customers, so it's important that you know the laws and regulations to establish your opt-in database from the start. The good news is that your customers are on board. In a PricewaterhouseCoopers study, 80 percent of respondents said they were willing to share personal information if a company lets them know upfront how it is going to use that personal information. Letting your customers know how you intend to utilize their information will open a treasure trove of communication possibilities.





2. Validating your mobile customer database

Did you know that on average, 30 percent of customers' mobile numbers held by organizations are no longer active? As you read this, you may be sending your mobile campaigns or exclusive information to the wrong person, or to a phone number that is linked to a landline instead of a mobile device. Number identification services are extremely beneficial and will enable you to validate whether a customer's number is a mobile or landline number, or if it has been deactivated, ensuring you effectively reach your customers to deliver better services. Quality data is critical since using the incorrect number for a marketing campaign can result in steep fines that could affect your brand and waste money. Make sure, then, that you choose a mobile engagement provider that has the tools in place to help you effectively reach your customers when it counts the most.



3. Running your campaigns through a mobile network with a high level of security

Maintaining a high level of security is more vital than ever as companies and consumers increasingly rely on technology to conduct business. In 2013, Forbes found that the total number of data breaches grew 62 percent from the previous year, costing companies hundreds of millions of dollars and causing a serious decrease in customer satisfaction. As a result, companies are in urgent need of the most secure network connection possible to ensure that their integrity is maintained and their customers are protected. A mobile engagement partner that uses dedicated messaging routes through credible mobile

network operators will ensure that your customer information is protected. This gives you the peace of mind necessary to concentrate on your key business operations instead of having to worry about the secure execution of your mobile campaigns.

4. Respecting your customers' preferences

When you receive permission to communicate with your customers, it's critical to remember that they have expressed trust in your brand. In return, it is important that you respect their privacy and preferences. Those preferences can include how often they want to be communicated with; which mobile channels they want to use; and what type of information or notifications they want to receive. To respect your customers' preferences, clearly communicate the number of messages you will send in a given period of time. Also ensure that you include a way for customers to opt out of your campaigns at any time, remembering that if you respect your customers' preferences, the likelihood of them opting out is relatively low. Make sure that your mobile engagement campaigns meet the preferences of your customers, and you will keep them wanting more.

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5. Making sure your messages are relevant in the mobile moment

The highly personal nature of mobile means that customers expect communications to be relevant to them. And the greater the relevance of the message, the more likely it is to be well-received. A new asset called “mobile context” is opening a world of new opportunities on this front by allowing companies – with the explicit opt-in of mobile users – to gain insight into users’ preferences, and then act on this data to present personalized offers to reach them. These preferences can include everything from where they like to go, to what products they like to purchase, to how they like to be contacted. For example, companies can take advantage of location-based technology such as in-store beacons to target customized offers to customers. Beacons are small wireless devices that constantly broadcast radio signals to nearby smartphones and tablets. A beacon can be used to send mobile messages that pique your customers’ interest when they are in-store, triggering a real-time location-based action in the app, such as the delivery of a coupon or discount based on a customer’s proximity to a certain product. This type of engagement can help to guide your customers toward a path to action that enriches their experience.

6. Delivering a proactive and dynamic experience that delights the customer

Data is a critical component in being able to effectively drive engagement in a way that adds value to the connected customer experience. With the use of advanced personalization tools and powerful analytics platforms, companies can capture and utilize first-person, customer-driven data that generates accurate customer profiles and provides a new level of segmentation and targeting capabilities. Without using personally identifiable information, you can enhance interactions, improve marketing effectiveness, and develop more meaningful customer relationships with less privacy, security, or regulatory concerns.



Here are some examples:

- Hospitality and travel companies can send promotional rates and packages to last-minute travelers who have expressed a preference for weekend getaways
- Financial services companies can offer home improvement loans to their recent mortgage customers
- Retailers can deliver brand-specific offers to selected shoppers that have expressed interest in luxury goods

By making use of thousands of continuously refined and active customer-provided dimensions, you can send highly personalized offers that drive better engagement and loyalty with your customer base.

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Summary

This blueprint will enable you to build brand trust through strengthened engagement with your mobile-first customers. By keeping your brand promise front and center when planning your mobile engagement strategy, you can ensure that your customers develop the levels of trust and confidence in your brand that's critical for success in today's competitive mobile-first landscape.

Syniverse enables companies to reach nearly every customer, anywhere, anytime on more than six billion connected devices worldwide. Our innovative, cloud-based solutions help companies optimize mobile engagement and improve business processes through the delivery of timely, relevant information that personalizes the mobile user experience, increases customer loyalty and promotes brand loyalty. For more than 25 years, Syniverse has been simplifying complexity to deliver the promise of mobility. Syniverse makes mobile work for eight of the top banks in the U.S., the top five credit card issuers, and some of the world's largest retailers, airlines and hotels.

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