



360 Degree Consumer Engagement

Building Customer Loyalty for the Future

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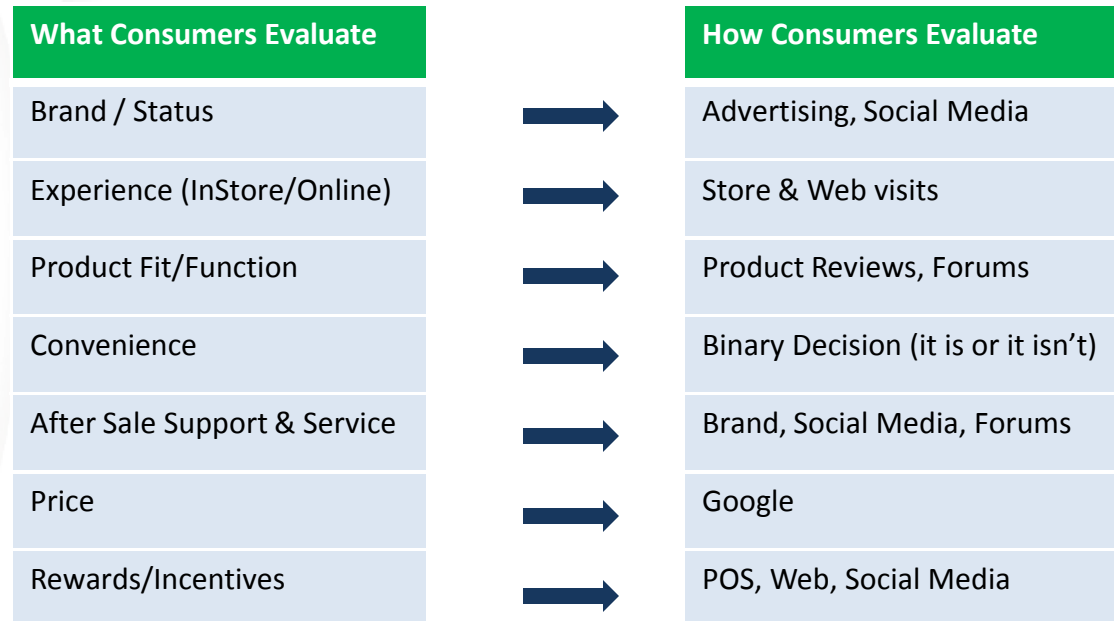
ENTERPRISE
ENGAGEMENT ALLIANCE
Networking Expo

Consumer Purchase Decisions Are Increasingly Complex



Information transparency & emphasis on Customer experience are changing the game

- 42% of Millennials make purchase decisions based on recommendations from friends
- Consumer Loyalty is best achieved through holistic solutions

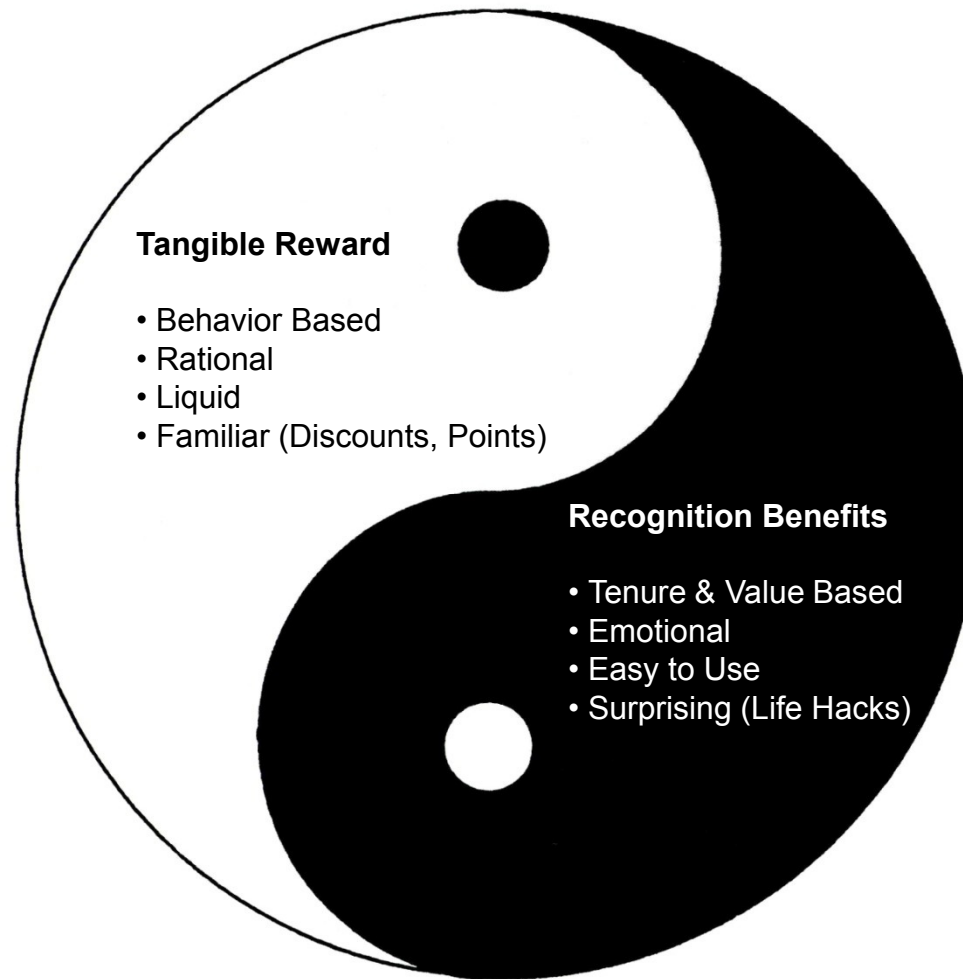


The Holy Grail of Customer Loyalty



A Worthy Goal with a Legacy Definition

“Reward & Recognition” has migrated from strategy to tactic



Defining Customer Engagement



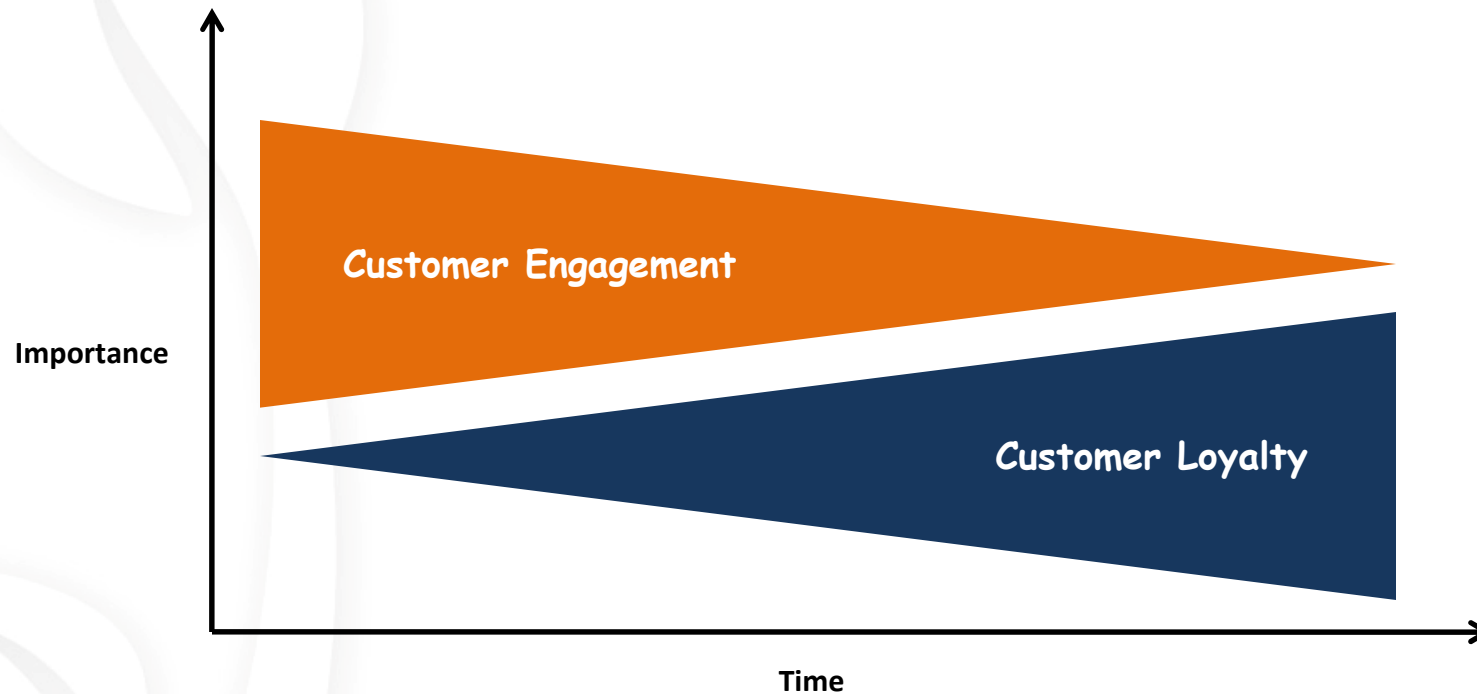
A Journey, not a Destination



Customer Engagement is a Requisite for Loyalty

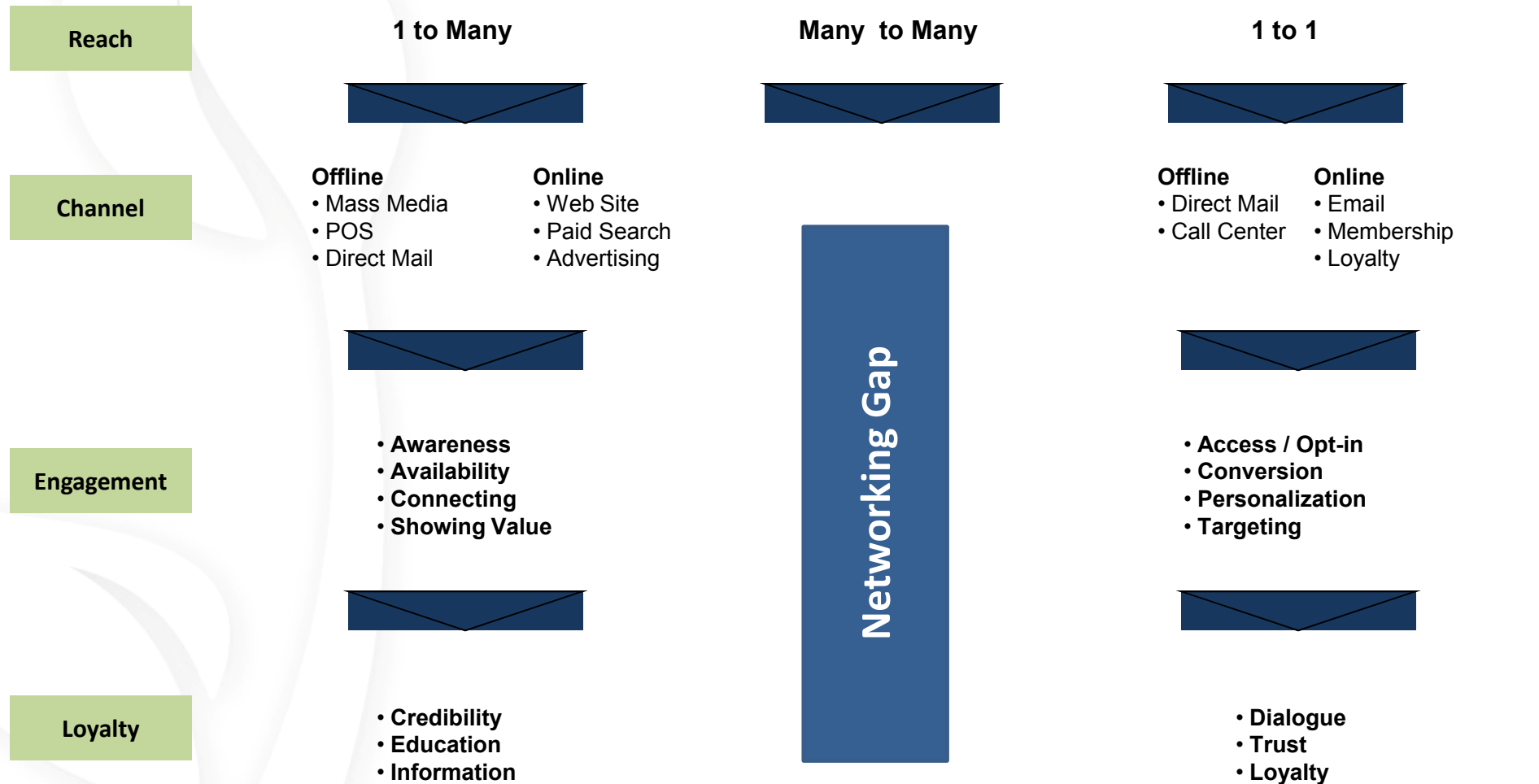


**The Investment in Customer Engagement should be Front-Loaded
&
Must Be Maintained to Create Enduring Customer Loyalty**



**Execution of tactics in real-time feedback loops (Social Media)
will differ from traditional channels (Web, Direct mail)**

Channels to Build Customer Engagement & Loyalty



Enhancing Customer Engagement with Social Media

