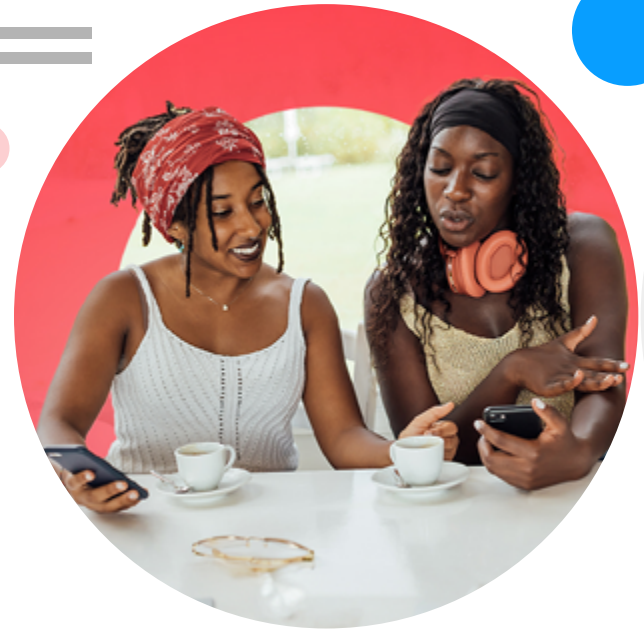# Customer Engagement

Understanding customer engagement: embracing personal connections in a digital world

Customer engagement isn't just about transactions—it's about building meaningful connections. In today's digital-first era, meaningful connections can be hard to attain, yet at the same time, they are the lifeblood of successful businesses. They're the experiences that make customers feel valued and loyal.

Consider your recent interactions with a brand—browsing their website, seeking support, or receiving personalized emails. What made them memorable? It was likely the sense of being understood and valued. Consumers crave these personal connections, seeking brands that genuinely care about their needs.

However, creating such connections poses challenges. Businesses grapple with digital transformation complexities—managing identities, delivering relevant experiences, and measuring effectiveness. Yet, within these challenges lies an opportunity to redefine customer engagement, fostering loyalty and trust beyond transactions.

Offering summary

As a leading Salesforce Marketing Cloud and Data Cloud partner, we help brands meet the demands of today's marketplace by elevating customer engagement through digital identity, real-time personalization, and best-in-class loyalty solutions. Our cross-cloud expertise, powered by Salesforce Data Cloud, provides a holistic approach that breaks down data silos to deliver unified, scalable personalization across all touchpoints. Together with Salesforce, we help organizations foster meaningful customer engagement that turns shoppers into loyal brand advocates.
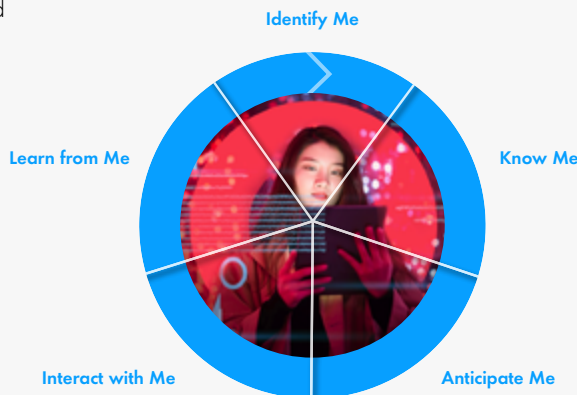
Mastering the customer engagement journey

74% of customers have used multiple channels to start and complete a transaction.*

66% of customers expect companies to understand their unique needs and expectations.*

Identify Me

Learn from Me

Know Me

Interact with Me

Anticipate Me

54% say it generally feels like sales, service and marketing teams don't share information.*

76% of customers expect consistent interactions across departments.*

Deliver authentic engagement and foster lasting customer relationships

True transformation requires more than just technology—it demands a strategic approach that seamlessly integrates data, technology and human touchpoints. As a leading Salesforce partner, we deliver customer engagement by harnessing the power of Salesforce Data Cloud, the entire Salesforce platform, and our deep understanding of industries, business strategy, and experience to drive comprehensive change. **Specifically, we enable brands to translate data into actionable connections with comprehensive digital strategies that focus on three key pillars:**
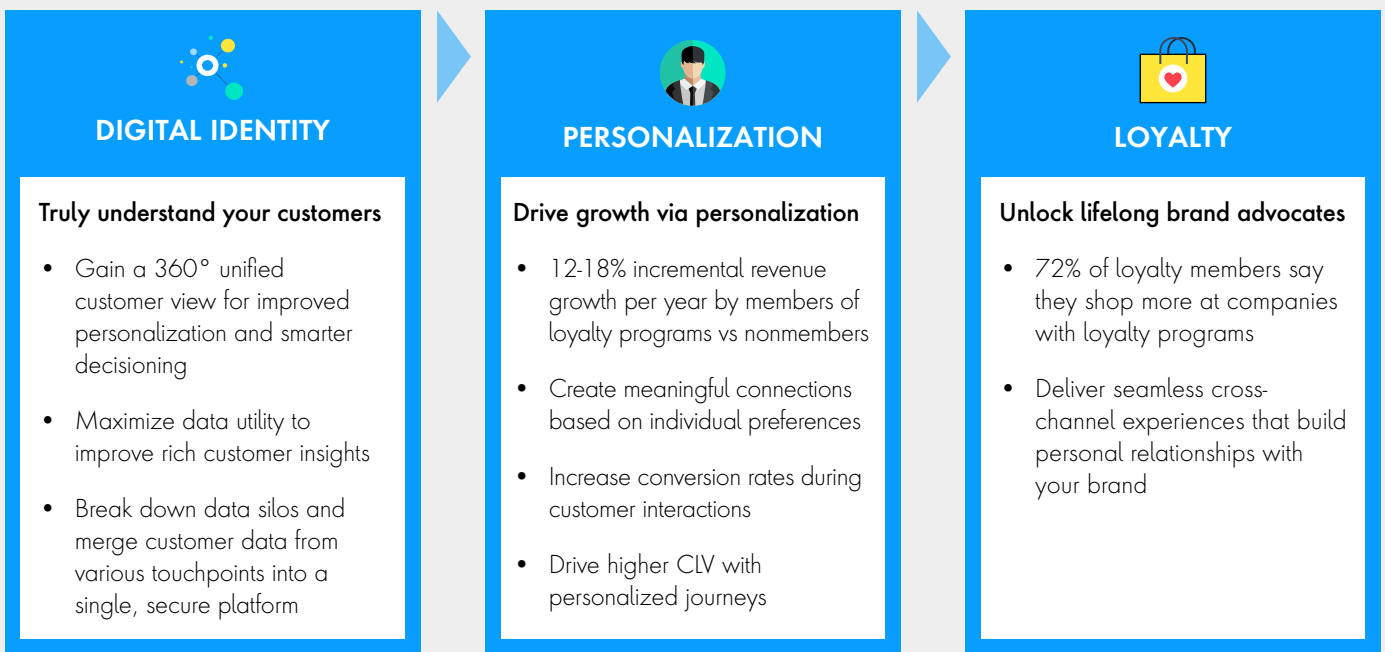
- **Digital Identity:** Businesses recognize the importance of digital identity but often lack the expertise to unify data into holistic profiles. Although companies spend billions of dollars annually to collect and store data, nearly 75% goes unanalyzed and unused.* By consolidating customer information into unified profiles powered by Salesforce Data Cloud, we help organizations maximize the value of their data, converting unstructured, unused data into actionable, identifiable customers.

- **Personalization:** Data silos make personalization challenging by creating fragmented customer views that lead to inconsistent, inaccurate insights. Connecting data silos is crucial for driving personalization that leads to loyalty, enabling organizations to be truly customer-centric and deliver more value to their customers. Our expertise ensures cross-channel, personalized interactions at every touchpoint in the customer journey—from websites to call centers to store associates and beyond. We equip your teams to react in the moment, serving up hyper-relevant offers and messaging tailored to preferences for experiences that feel like magic.

- **Loyalty:** Traditional points programs focus on transactions over emotional connections and can fail to inspire lasting loyalty. Loyalty must align with the customer engagement strategies employed across your organization. We design and build best-in-class loyalty solutions leveraging a cross-cloud suite of Salesforce tools with Salesforce Loyalty Cloud as the core component. Our customer-centric approach orchestrates personalized experiences across all touchpoints, placing brand loyalty at the center of your organization.

## These pillars compound value on top of each other

Building loyalty without personalization is hard. Personalizing without identity is impossible. Companies that engage with us on these offerings connect data to personalized experiences to loyalty, ensuring measurable and repeatable value from their Salesforce investment.

DIGITAL IDENTITY

Truly understand your customers

- Gain a 360° unified customer view for improved personalization and smarter decisioning

- Maximize data utility to improve rich customer insights

- Break down data silos and merge customer data from various touchpoints into a single, secure platform

PERSONALIZATION

Drive growth via personalization

- 12-18% incremental revenue growth per year by members of loyalty programs vs nonmembers

- Create meaningful connections based on individual preferences

- Increase conversion rates during customer interactions

- Drive higher CLV with personalized journeys

LOYALTY

Unlock lifelong brand advocates

- 72% of loyalty members say they shop more at companies with loyalty programs

- Deliver seamless cross-channel experiences that build personal relationships with your brand

World-class digital business transformation + the world's #1 CRM

We leverage the Salesforce platform to enable businesses to fully utilize its potential, along with Data and AI, for Digital Business Transformation. With our extensive knowledge of various industries and technological capabilities across the Salesforce platform, we provide comprehensive solutions that deliver measurable value and drive accelerated growth. From generative AI to personalization, retail media networks, digital commerce, and customer data platforms, we empower organizations to create impactful customer experiences, optimize operations, and gain a competitive edge.
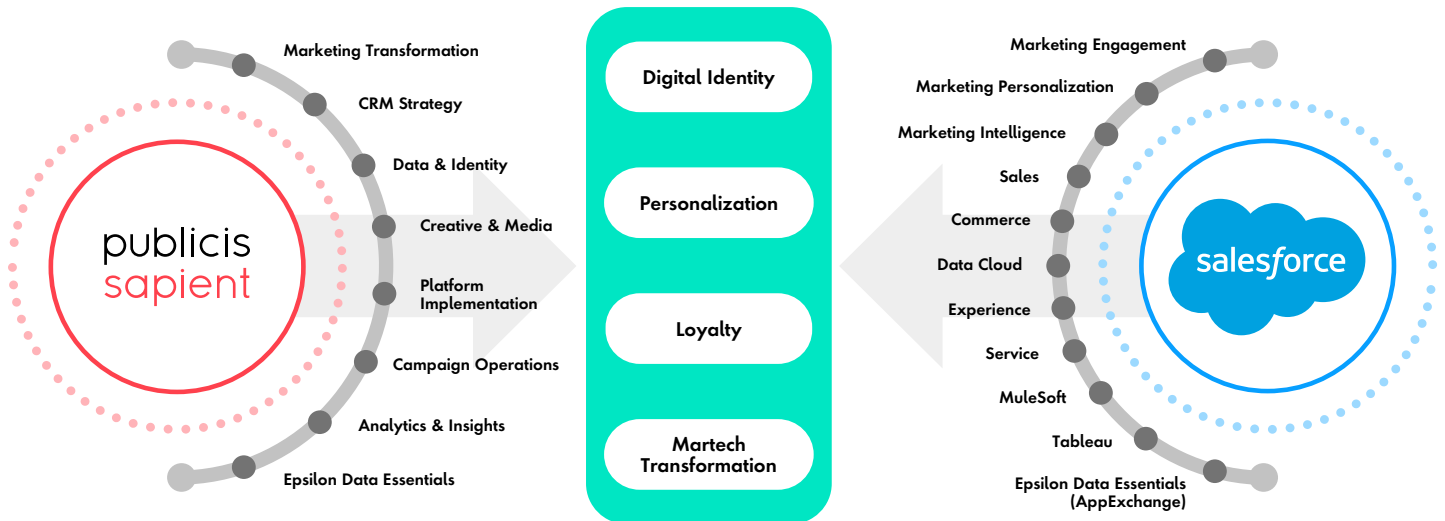
What sets us apart

As a globally recognized leader in Customer Engagement solutions, we have over 15 years of experience crafting tailored solutions on Salesforce Marketing Cloud across diverse industries and customer segments. Work with us to transform for tomorrow, today.

- **Strategic Path to Value:** Making it easy to get started by helping prioritize use cases, sequence technology, and define long-term platform maturity and success.

- **Industry Expertise:** Tailoring solutions to meet the specific needs of B2B and B2C sectors.

- **End-to-End Salesforce Expertise:** Seamlessly integrating cross-cloud solutions that span Core, Commerce and Marketing.

- **Data-Driven Approach:** Leveraging data strategy expertise with Salesforce Data Cloud at the center.

- **Strategic Partnerships:** Delivering cross-platform solutions through partnerships with Meta, TikTok, Amazon and Google.

- **Marketing ROI Optimization:** Maximizing ROI through deep expertise in traditional and digital media, 1P data, and close collaboration with CMOs.

- **AI-Powered Insights:** Providing cutting-edge AI solutions through Salesforce Einstein for Marketing. Our expertise in Salesforce's AI capabilities allows us to unlock intelligent insights, predictive analytics, and personalized marketing strategies.

How we've made an impact

GLOBAL QUICK SERVE RESTAURANT

The imperative for change:
This QSR strived to take advantage of increasing growth and sought a new customer-centric platform to create personalized connections with their customers to support revenue growth and restaurant expansion.

Solution outcomes:
- Hyper-personalized marketing campaigns at an individual level
- Effectiveness of marketing spend
- Ad retargeting/remarketing
- Engagement and interaction insights across owned and paid properties, including OTV/CTV
- Comprehensive business value analysis to validate the potential revenue uplift as a result of the investment in the strategy

Technology:
- Marketing Cloud – Engagement
- Marketing Cloud – Personalization
- Marketing Cloud – Intelligence
- Data Cloud
- Epsilon Data Essentials
- Google Analytics

NATIONAL FOOTWEAR RETAILER

The imperative for change:
The footwear retailer needed to bring their loyalty program to the next level by combining offline and online experiences to allow customers to self-serve and give agents a more cohesive customer view.

Solution outcomes:
- Increased conversion for loyalty program signups
- Reduced Ad Spend by targeting customers who matched the ideal "look-alike" customer
- Faster time to value for campaigns from ideation to execution (powered by Data Cloud)
- "Delivering Delight" with surprise awards for loyalty program loyalists keeps the program fresh and exciting

Technology:
- Marketing Cloud – Engagement
- Loyalty Cloud
- Data Cloud

GLOBAL BIOPHARMACEUTICAL COMPANY

The imperative for change:
Over several years, this organization tripled the number of their brands and needed a consistent way to engage with patients and providers.

Solution outcomes:
- Personalized marketing journeys and campaigns for providers and patients
- Improved user experiences with new automation
- Intelligent reporting based on identity resolution that connects activities from all channels and sources of data

Technology:
- Marketing Cloud – Engagement
- Marketing Cloud – Personalization
- Marketing Cloud – Intelligence
- Data Cloud
- Epsilon Data Essentials

LET'S CONNECT

Contact us for a review of how our capabilities and partnership with Salesforce can establish, augment and extend your digital transformation.
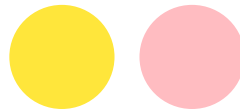
Amy Kitscher
Customer Engagement Solution Leader
North America
email: amy.kitscher@publicissapient.com

Caroline Reeves
Customer Engagement Solution Leader
EMEA
email: caroline.reeves@publicissapient.com

For more information, please visit **publicissapient.com/partnerships/salesforce.**

ABOUT PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit **publicissapient.com**.