



# Why and How to Deliver Customer Empathy



## The challenge:

Can you say that you are as loyal to your valued Customers as they are to you? How deeply do you understand them?

*Empathy is the ability to understand and perceive the feelings of another person, in this case, your customers and clients.*

## Why empathy?

A truly empathetic understanding of your Customer's needs and wants is fundamental to maintaining and strengthening your relationship with them.

## 360 view from every angle.

What is the sales team's perspective? What is customer service saying? How about the fulfillment department's take? What's hot in social media?

To develop a Customer relationship rich with empathy, you need this information in one place, working for you in harmony.

## How?

**VIEWN™** technology can identify the feelings and emotions of the customer through AI algorithms and machine learning, producing a rich tapestry of sentiment analysis.

This sentiment analysis is coupled with historical data across your business units (CRM, call center, order and fulfillment, e-commerce, and marketing), providing ultimate clarity and enabling you to deliver the highest quality personalized campaigns to your loyal Customers.

## Value and benefits of delivering customer empathy:

- Increase customer lifetime value
- Focus on cost effective marketing efforts and high impact campaigns
- Increase customer engagement
- Increase customer retention
- Increase customer loyalty
- Increase customer satisfaction
- Improve net promoter scores
- Develop brand ambassadors and advocates
- Increase profitability
- Increase revenue

## How does a customer data platform deliver this?

**VIEWN™** customer data platform (CDP) infers the feelings of the Customer by applying complex artificial intelligence methodologies to your data to create a palpable sentiment score. This data and analysis is then leveraged by our segmentation engine, reporting and analytics engine, and finally our engagement engine, to deliver a holistic and actionable understanding of your Customer, all in one place.

**VIEWN™** believes in bringing the love back into Customer relationships. We think that by deeply understanding the many facets of the relationship, you can better fulfill your Customers' true wants and real needs.

## Then, what?

Once you integrate all the customer data in a cohesive single customer view, empathy should be then shared across all the departments for a consistent message in real-time. VIEWN delivers empathy as a general platform. It enables the understanding and the definition of emotion. Customers should experience a brand as personal communication and not fragmented. For example, sending a discount email for a product on your abandon shopping cart is bad if you already bought it at the store directly. Now you are giving a discount on a product you got without the discount.

We can combine multiple scores, but empathy is not like an NPS. Since empathy is an emotion/experience is on the types and times of the communication that matters. By understanding when and why we could say the right thing. As in a thank you note after purchase, by an apology after a complaint with customer service, by an especial invitation due to a high-value customer. Those are sample actions we could perform only after we understand and synthesize their needs and wants. But the message should be consistent as a brand.

### **The right content to the right person at the right time!**

The right content by understanding at what stage is the customer within the brands' customer journey. Is this the first time, or a repeated, or not related at all as a gender-related item.

The right person, on why are you communicating with them, is that information relevant, are you trying to re-establish a churning customer, or providing info based on a goal reach via loyalty program.

The right time, the frequency of communication could hurt or help. Too soon and seems like big brother watching, too late or too often is discouraging. Consider how you would like to be communicated and what actually bothers you from brands when you don't feel that empathy back or treat you as a new customer.

ViewN™ is a trademark of Bimotics®, Inc. VIEWN is a Customer Data Platform that integrates multiple sources of customer data to create a single customer view, allowing for profile management, segmentation, analytics, machine learning and sharing of data to engagement technologies. Customer Data Platform is a term defined by David Raab of the CDPIstitute. Bimotics® is a Google Technology Partner delivering multiple customer focus technologies including a Customer Data Warehouse and Marketing Data Playground. VIEWN delivers customer empathy to brands via it's Customer Data Platform.