



UNMUTE

**IS THERE A DANGER OF
OVER-COMMUNICATING?**

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The Sales Perspective

Yes, of course there is.

Brands can forget to behave how customers prefer. Think about the way you want to be treated when you are a customer.

Forms and broadcasting are not substitutes for genuine conversations.

Geoff Cantello
Regional Sales Director

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Best Practices

1

Make sure you're enabling a two-way conversation, rather than just broadcasting.

2

With significant purchases, the customer needs to have an interaction with you. If you're not enabling that conversation, they're going to go somewhere else.

3

Focus on how we enable that interaction. How do we track it and measure its effectiveness?

4

There are so many channels to choose from where you could interact with your customers. Avoid using them as broadcast mechanisms, create personal experiences for your customers instead.

Ask yourself:
as a company,
how do I engage
my customers?

Google has successfully turned the paradigm around: I need to ask a question in order to engage with the brand. More brands should do the same, by thinking about how they can they engage the customer and help them achieve their preferred outcomes.

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The Pructs Perspective

**Yes, if the communication
is not effective.**

As consumers, we expect communication to be effective. If we have to repeat ourselves multiple times in order to receive answers, we are not having a good interaction.

Implementation is quite hard, and it can make the difference between adding value to the customer or being disregarded as spam.

John Juter
Regional Sales Director

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Best Practices

1

Being aware of what the customer wants and making the commitment to investing in solutions which meet that need. The best implementations can take a long time and require work.

2

Brands are adding new channels, but there needs to be something unifying them so the customer doesn't have to repeat themselves when they change channel.

Always start from the consumer perspective. As a busy consumer, if I have questions, how would I like to be communicated with?

No customer wants to experience ineffective communication. Make it possible for them to switch to a more convenient channel, or be reconnected to, in order to solve their issue.

The customers' best outcome from an interaction is coming away with a smile!

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The Customer Success Perspective

Absolutely

Customers have high expectations of a consistent experience, of being personally remembered. Brands need to know who the customer is through digital tracking.

There is a delicate balance to achieve between offering a highly personalised encounter and managing data privacy concerns. If the customer feels they have received excellent value in exchange for their personal data, the interaction can be a win-win for both brand and buyer.

Effie Gkanidou
Customer Success

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Best Practices

1

Knowing the customer's digital tracks enables a truly personal human to human interaction. Customer want to be remembered as individuals.

2

Having many channels can meet the customer where they are, whether they have only a little time or wish to speak in person.

3

Brands should consider how customers perceive automated interactions. When we are considering life decision purchases, will it still feel like a more personalised encounter to be handled by bots?

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Having a personal
but not too
intrusive encounter
is crucial to
meeting the
customer's
expectations.

As consumers we have less time to spend and we want it to be well spent when we do. If brands enable that it can make customers feel more appreciated.

Digital tracking is a transformative tool for interactions. The more you can do and the more you can offer your customers, the better value you can offer them.

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The Engineering Perspective

You cannot over-communicate if the communication is genuine, if you're not treating the customer as just part of the audience for retargeting.

Consumers are already living in a world utterly saturated with marketing. Be responsive to your customers, using messaging that is relevant to their purchasing history.

Prioritise genuine communication, be authentic and ask more questions.

Bojan Markovic
Customer Operations

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Best Practices

1

A personal engagement is the only strategy to use. Pressure never works.

2

Avoid using predetermined customer journeys which do not align with the customers' actions.

3

Life decision purchases involve research, comparison and the experience from the brand or person customers are buying from. During this purchase brands are building something which creates memories for the customer.

IS THERE A DANGER OF OVER-COMMUNICATING?



Brands should
have balanced
communication
which helps us
remember things
we are interested
in, comprehends
our intent and
reacts accordingly.

Use the data you gather from
the customer to create a
personal interaction.

Reconnect to the customer in a
way which recognises their
individual buying journey.