

# Recap & Brainstormer's Cheatsheet - What to Remember about Customer Engagement

## RECAP

Here are the important things to remember about Customer Engagement:

- The best customers are the **engaged customers**, meaning those that really love your product and keep interacting with it and with your company for a long time. They don't just "buy and forget" about you. But they keep commenting on your social media accounts, they talk about your products to their friends, they reach out to you by email saying that they love what you do, and basically they almost become ambassadors of your company. This is rather difficult to pull off, of course, but if you manage to do it, you'll get incredible value out of it.
- Different ways to engage your customers include **Building a Community** (ex.: Rocket League players on Reddit and Twitch), **Generating Loyalty** (ex.: Frequent Flyer programs of airline companies), **Excelling at Customer Service** (ex.: Apple and the Geek Bar), **Using Gamification** (ex.: FitBit friends leaderboard), **Personalizing Offerings** (ex.: Nike ID which allows to design your own shoes). And maybe you can be creative and find other, new ways to keep your customers active and engaged!
- The best startups combine several of these techniques together with **Automation**. That's because they want to deliver great service to their clients, but they don't generate enough money to hire people to take care of them. So they find creative technical ways to automate many of the steps of the process by making them self-service. For example, the ability to change any of the aspects of a contract online without going through a human conversation. Or finding out the right information that you need at the moment you need it (Airbnb), etc.

# BRAINSTORMER'S CHEATSHEET

Here is a list of questions to help you brainstorm about the Customer Engagement block:

## *How to Get customers:*

- How exactly do you get, keep and grow your customers? Answer these questions precisely.
- Can you remember some interesting **ways that companies found YOU**? Can you think of similar ways to use in your business? Try to remember the last time you “were found” by a new product in an innovative way? How did they **catch your attention**?
- Can you make people **try your product for free**? Can you allow them to **keep it for a long time** before they actually pay?
- Can you **allow full refunds** if it's not already a common practice your industry?
- Can you create innovative “**Lead magnets**” that will catch the attention of your potential customers? A free/limited version of your product, a series of educational videos, etc.?
- Is it common in your industry to attract customers through a lot of **free content** on the internet, like videos, blogs and other types? If not, maybe it's worth trying it?
- Consider **referral strategy** by giving a bonus/coupon/credits to each customer when they bring in new customers

## *How to Keep & Grow customers:*

- Can you **create a community** around your product/service to make people engage more with it?
- Can you introduce **Gamification** to your product in order to motivate people to use it/pay more for it?

- Can you include your customers into the **creation process** of your product? Ask them for ideas, feedback?
- What kind of **loyalty program** did you implement? Can you innovate on it?
- How good is your **customer service**? Do you answer your customers and quickly fix their issues?
- Can you offer an **additional service for free** to your customers? Something useful but that your competitors don't do?