

THE DIGITAL ENGAGEMENT ROADMAP

Customer Engagement Excellence post COVID-19

PERSPECTIVE | Pivoting to a new field force game plan

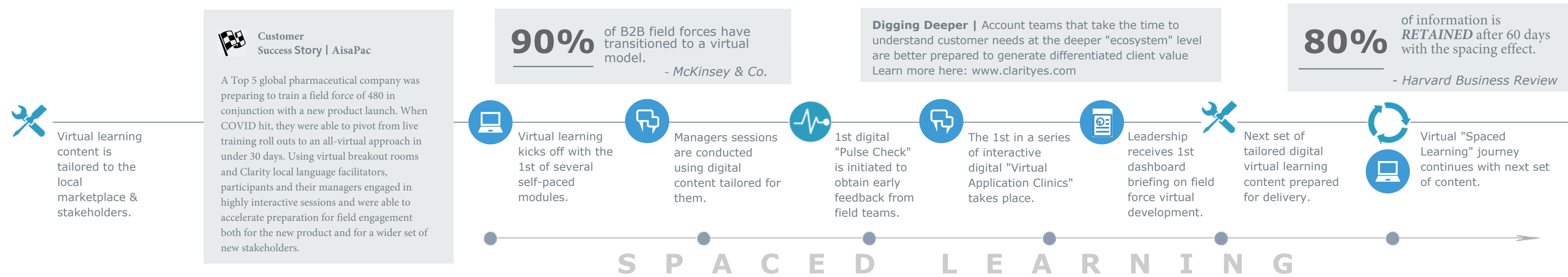
Now that COVID-19 re-shaped both go-to-market strategies as well as on-going customer engagement, it's time to come up with a new approach for developing field teams and enabling them to mean more to their stakeholders in a virtual world. Having a well-defined Digital Engagement Roadmap can help you succeed in the "new normal."

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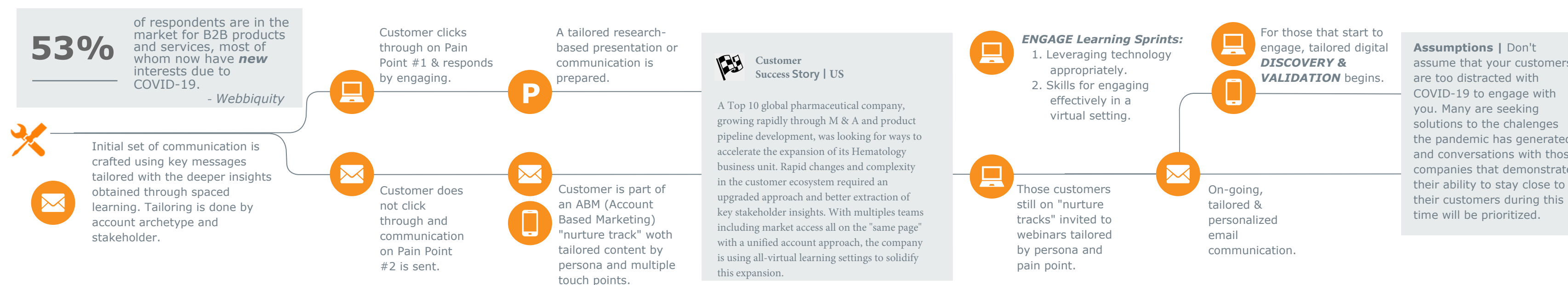
PREPARE | Getting the field force ready

Recent surveys indicate that training and coaching field teams virtually can actually lead to better retention and better results. The key is to deliver highly relevant and timely content using **spaced learning journeys**; allowing participants to absorb new learnings in measured doses. With the convenience and cost savings associated with remote learning, organizations can now focus on building and delivering high value content to a wider audience of customer-facing teams.



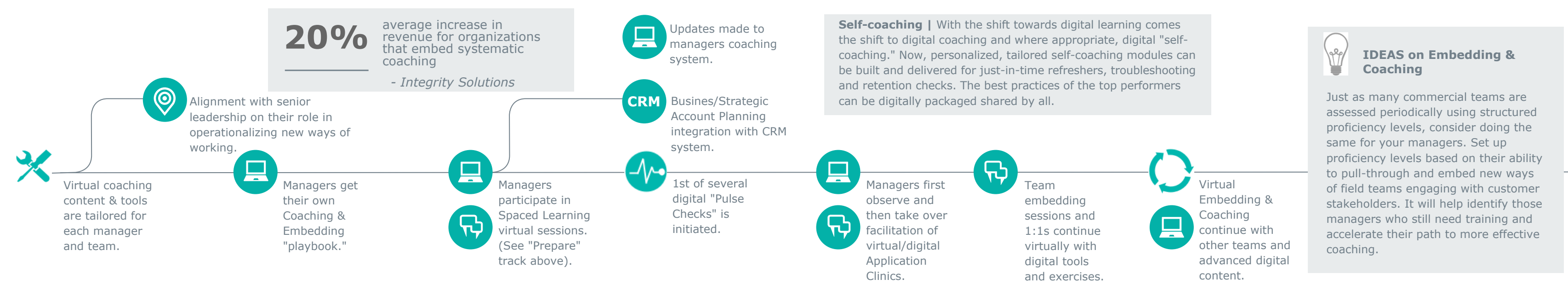
ENGAGE | Meaning more to customers virtually

The conventional wisdom when customers are facing challenging times is that they have no interest in engaging with external providers and partners. Nothing could be further from the truth. The stakeholders in your client accounts are facing a series of changes and need to align with the right solutions and strategies. The key is in teaching account teams how to extract the most valuable insights about their customers BEFORE engaging and then building truly tailored approaches and messages.



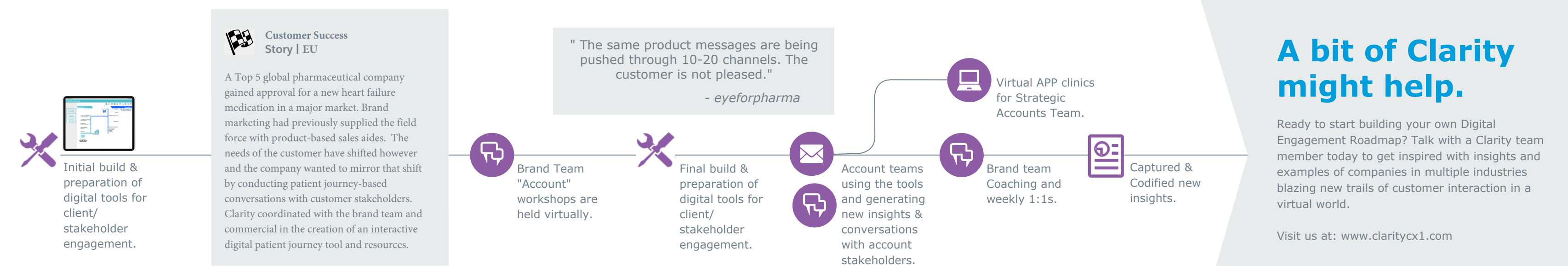
EMBED | Operationalizing new approaches

One of the positive consequences of field teams working remotely during the pandemic is that managers have a bit more time to devote to coaching and operationalizing the new skills and behaviors developed with spaced learning. After all, if new ways of working are not pulled-through and reinforced, they will quickly fade away. The best performing organizations are using the same tailored approach towards digital coaching, strategic account planning and peer driven insights and feedback.



ALIGN | Syncing brand marketing & sales

When brand marketing falls out of sync with what commercial teams in the field need to put in front of their customers, the ability of companies to be competitively differentiated is compromised. In a world where customer engagement has gone virtual and digital, this disconnect is amplified. But it doesn't have to be that way. Getting brand teams to look at what they create through the lens of what's changing in the customer ecosystem is the first place to start.



A bit of Clarity might help.

Ready to start building your own Digital Engagement Roadmap? Talk with a Clarity team member today to get inspired with insights and examples of companies in multiple industries blazing new trails of customer interaction in a virtual world.

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