

**BRAND**  
empowering people to choose



# Consumer Engagement

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## Consumer engagement matters

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Today, a better product or a lower price is not enough to distinguish your brand from the competition. Why else would a customer choose you over the competitor?

Human beings are emotional, and in the age of the customer, theirs is the only perspective that matters. And customer engagement is all about all of these choices you have enabled for interactions between your customer and your brand. What are the feelings you have built as they interacted with your brand? How does your brand make them feel?

Highly engaged customers buy more, promote more, and demonstrate more loyalty. And when customers feel like they have just as much to gain from engaging with your brand as you do with them, you'll foster a sense of reciprocity that keeps them emotionally connected to your brand.

## Information technology and consumer engagement

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So, in the 'race' to stand out and break from the ad clutter; companies have stepped up in their information technology game to break through the clutter of thousands of ads their consumers encounter on a daily basis. Technology is seen as the key to personalize engagement at a mass scale. To do this, information technology must demonstrate at least one... if not all of the following 1) show that expenses will reduce dramatically, 2) that revenues will be increased and 3) that new customers will be realized.

## Taking a step back

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On one hand, players in the market (buyers, sellers, regulators) use electronic interfaces, for example to 'search', or ordering products or to make payments. On the other hand, and especially true of the Kenyan and East Africa market, is that majority of the players are not online. In fact, most products being subjected to online consumer engagement strategies are physical; the players are also physical and who show up in person and transact often using manual processes. Many omnichannel customer engagement strategies and even customer relationship management software forget that the shift towards information technology represents a shift to 'intangible goods' or 'information goods'. These strategies cannot be applied without consideration to the nature of the local context; local goods and ultimately, the consumers who are not completing a lot of the cycles electronically.

## So how do you personalize without data?

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At best, perhaps you leverage ecommerce and social media experiences and build upon this to obtain some level of data and analytics which you can create some direct conversations with customers and prospects.

At worst you assume... and you advertise – hoping to offer the right product to the right consumer at the right time. Benefits of these investments are also very difficult to measure and the impact of strategy is less predictable.

## Data is important

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By serializing each and every product, you get unique and invaluable data points which can be analyzed further – irrespective of whether the consumers use the internet or not.

If customers opt-in, you can get them emotionally motivated by investigating further to improve their experiences; and to ultimately buy or recommend the advertised product or service.

Further, you cannot improve customer engagement if you don't know how to measure it. For example, repeat purchase rate gives a clearer picture of your consumer retention strategy because it tells how many customers

are engaged enough to make more than one purchase from you. Or, how much on average does a customer spend per purchase when they shop? Generally, repeat customers spending more than one-time purchase counterparts is an important metric to understand. Or, the time lapse between purchases by customers can also provide a better understanding on how engaged they are. It is only when you have an understanding of your customer engagement, you can then start thinking of ways to improve it!