

Creating the Modern Customer Preference Center

*How The World's Leading Brands are Leveraging
Preference Management to Drive Engagement
and Influence Desired Behaviors*



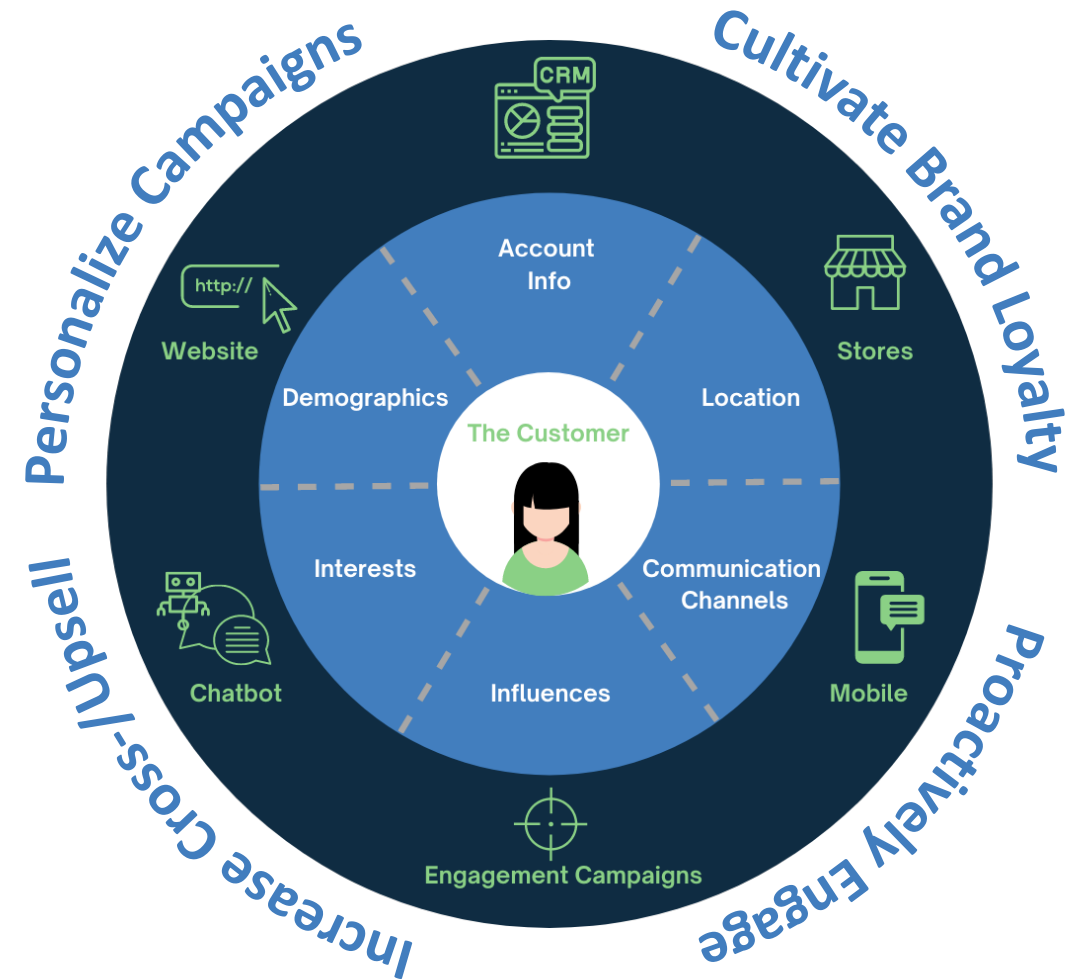
MESSAGE BROADCAST
link mobility

Empower the Customer

Customers today want **direct control** of their profile, personal **information**, preferred **content** and communication **channel preferences**.

Empowering customers with control over how and when they receive communications **builds trust**.

The Customer Preference process, a part of **Enterprise Preference Management**, empowers customers to manage their relationship with a brand in a **personalized, contextualized, and dynamic way**.



Enterprise Preference
Management
is the process of
customer preference
put into action.

*Forrester Research describes Enterprise Preference Management as “**the business practice of systematically collecting, managing, and utilizing explicit customer preferences — about frequency, channel, content, interests, and intent — in all interactions.**”*

Customer Touchpoints

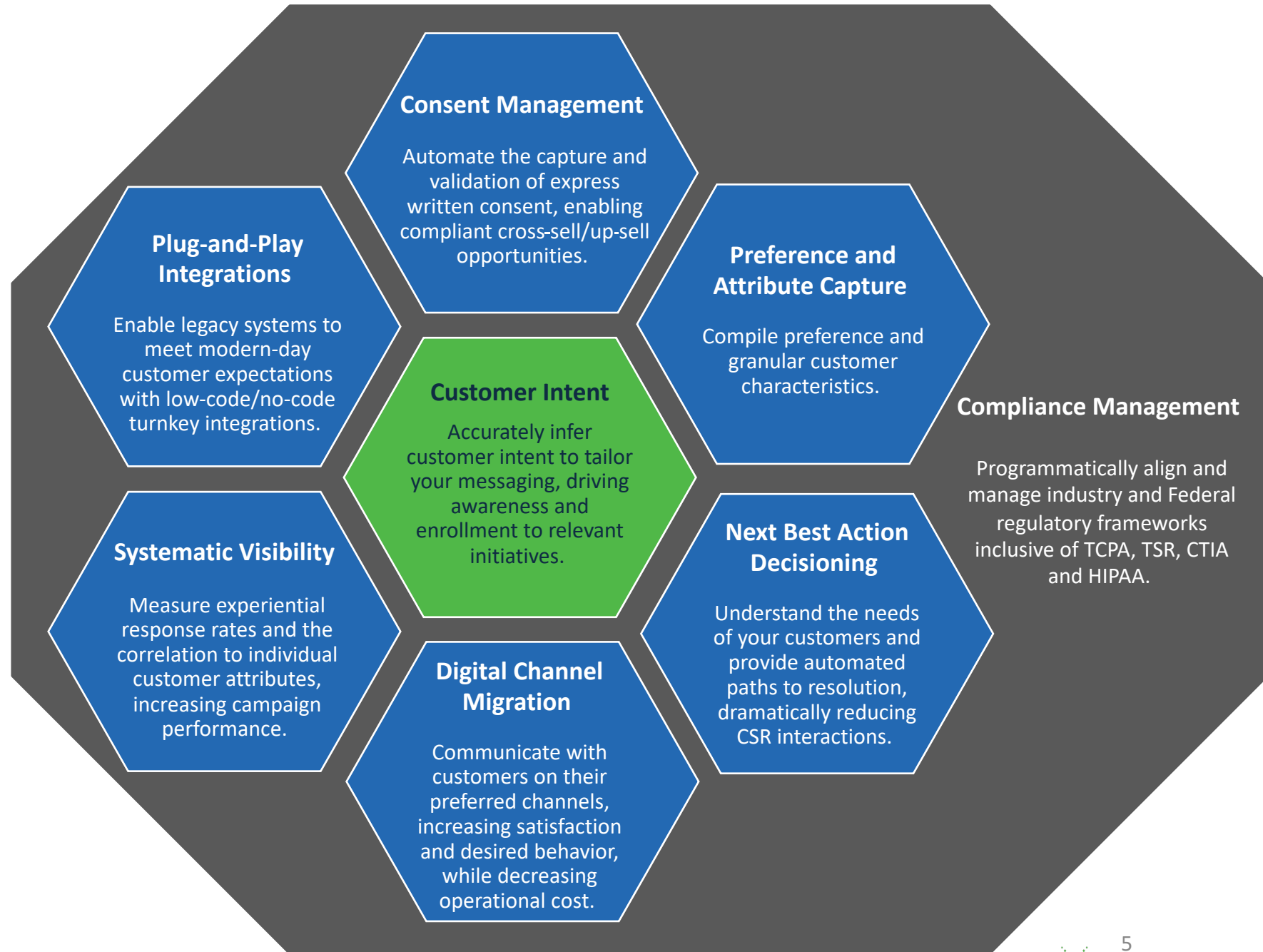
Driven by mobile, web and the Internet of Things, today's digital consumer expects their customer service journey and experience to be frictionless and personalized across multiple channels and devices.

Common preference touchpoints include email, SMS/text messaging, and interactive voice response systems.

New and emerging touchpoints include intelligent customer service bots and human-like natural language interfaces driven by artificial intelligence and predictive technologies.



The Customer Preference Journey



Benefits of a Customer-Centric Organization

Customer-centric organizations place a premium on the customer and their experience with the product, service, or brand.



"Our mission is to be Earth's most customer-centric company. This is what unites Amazonians across teams and geographies as we are all striving to delight our customers and make their lives easier, one innovative product, service, and idea at a time."



"We want to know what our customers want and how to deliver a great experience every step of the way. That's what's great about not having to be competitor-centric."



"We're looking at a total care experience. The total care experience is about being connected with each patient in a very patient-focused way and a patient-centered way."



"We focused on identifying and eliminating the things that drive customers crazy. In the end, we had a simple goal: customer happiness. We figured happy customers would stay longer, spend more with us, and recommend us to others."

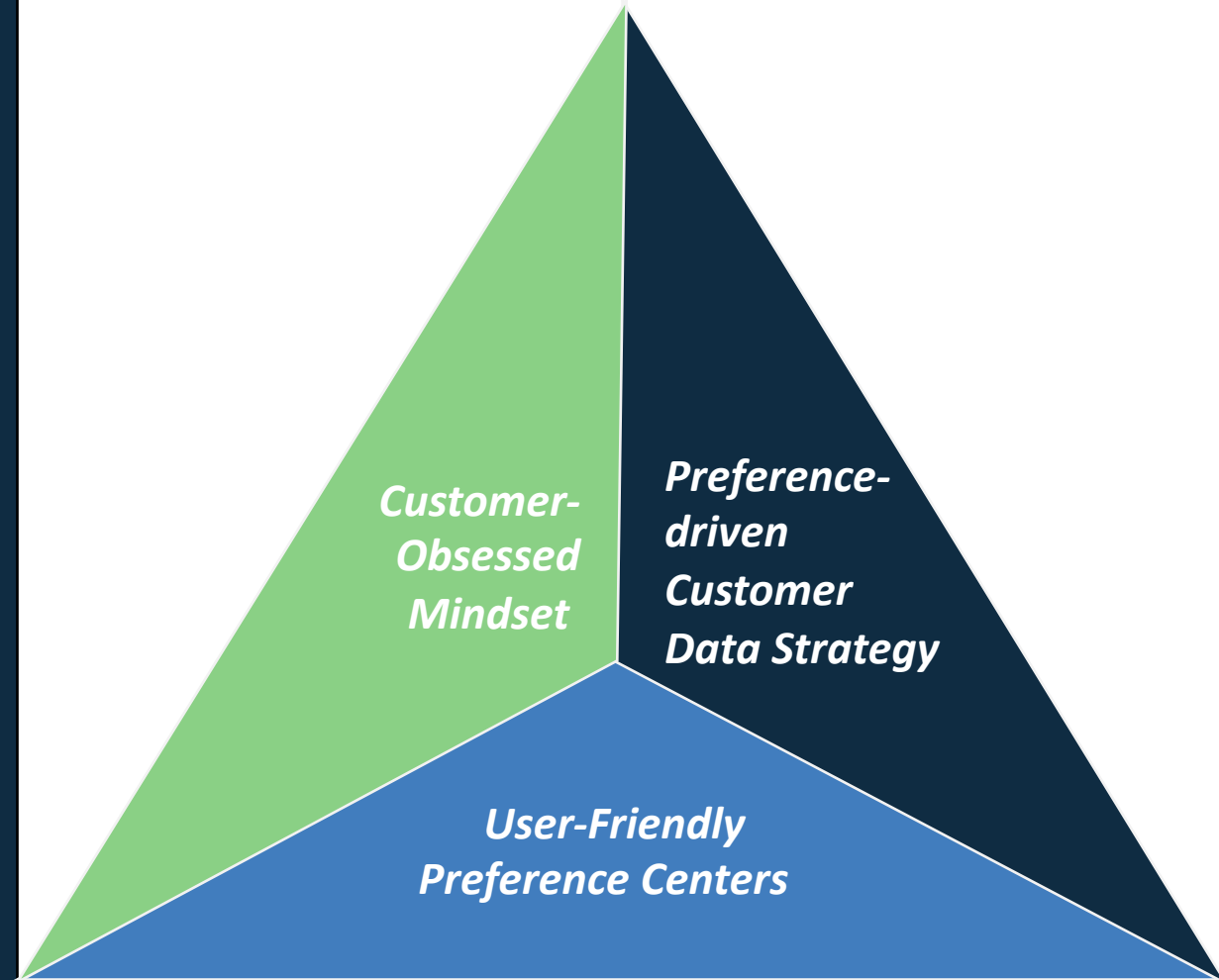


Three Pillars of Preference Management



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Customer-friendly preference management best practices let organizations engage and retain customers while driving awareness and enrollment for initiatives and programs.



A Customer- Obsessed Mindset

Customer obsession is built on: **being human, helpful,** and **handy.**

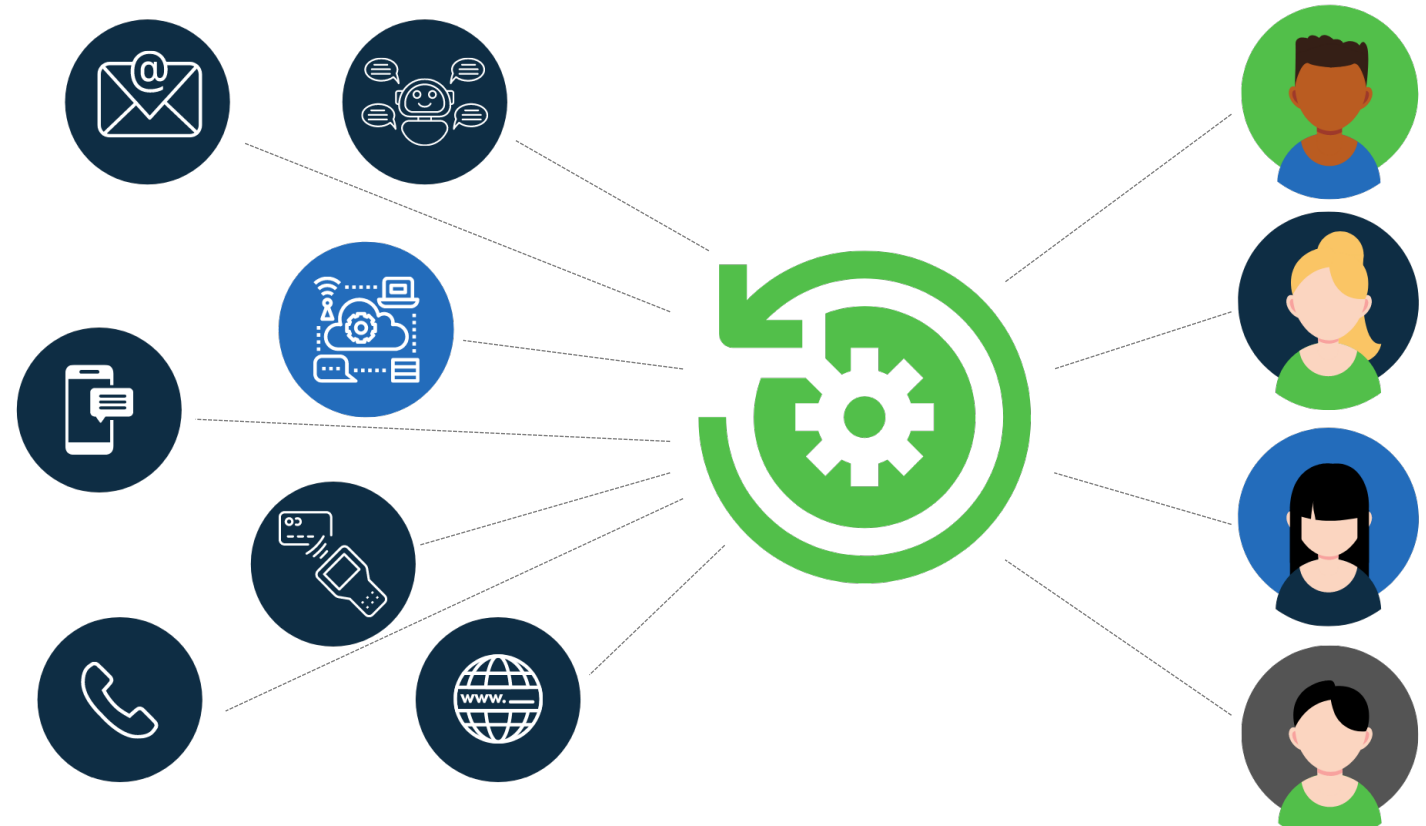
To build a preference center that **builds trust** and delivers value, organizations must respect customer **privacy and choices.**

- Collect information only **relevant** to the service and brand offering.
- Gather preference information **over time.**



A Preference-Driven Customer Data Strategy

- Integrate customer preference data with organizational data to deliver personalized experiences.
- Connect customer interests to their experiences across touchpoints.
- Implement a data governance process to define who can access and change customer preference data and under what circumstances.



Make Preference Centers User Friendly

- Create a user experience that limits the number of preference questions and only asks customers for the most relevant information that directly impacts the relationship.
- Use progressive profiling to build a relationship over time and “in the moment” over the course of a customer’s brand interactions.

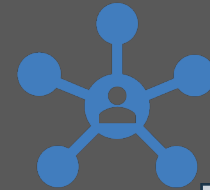


Message Broadcast Customer Preference Centers



Increasing Engagement through Customer Preference

Reducing the effort required for customers to migrate between channels increases engagement and mitigates the abandonment of intent. At the same time, predicting trends and extracting insight starts with an understanding of your customers' interests and preferences.



Message Broadcast's digital migration tools identify missing information or the next best action for customers and provide a low-effort path to promote desired behavior. Augmenting these tools within existing email, voice, and SMS interactions is vital to successful channel orchestration and results in much higher levels of engagement.



With native data collection methods, Message Broadcast helps organizations gather customer insights to identify patterns at the group or individual customer level, predictably increasing customer engagement.



Gathering “Preference in Motion”

Using a combination of omnichannel orchestration and proprietary interactive technologies, Message Broadcast promotes conversational interactions that interpret customer preference by recognizing their behavior, inference, or selections.

This includes gathering “preference in motion” by continuously collecting, organizing, and optimizing customer data with a granular, 360-degree audience view.



Communicate with Customers on Their Terms

Understanding and respecting customer preferences is vital to successful communication.

Message Broadcast helps brands and organizations communicate with customers on their terms: what, where, when, and how they want.



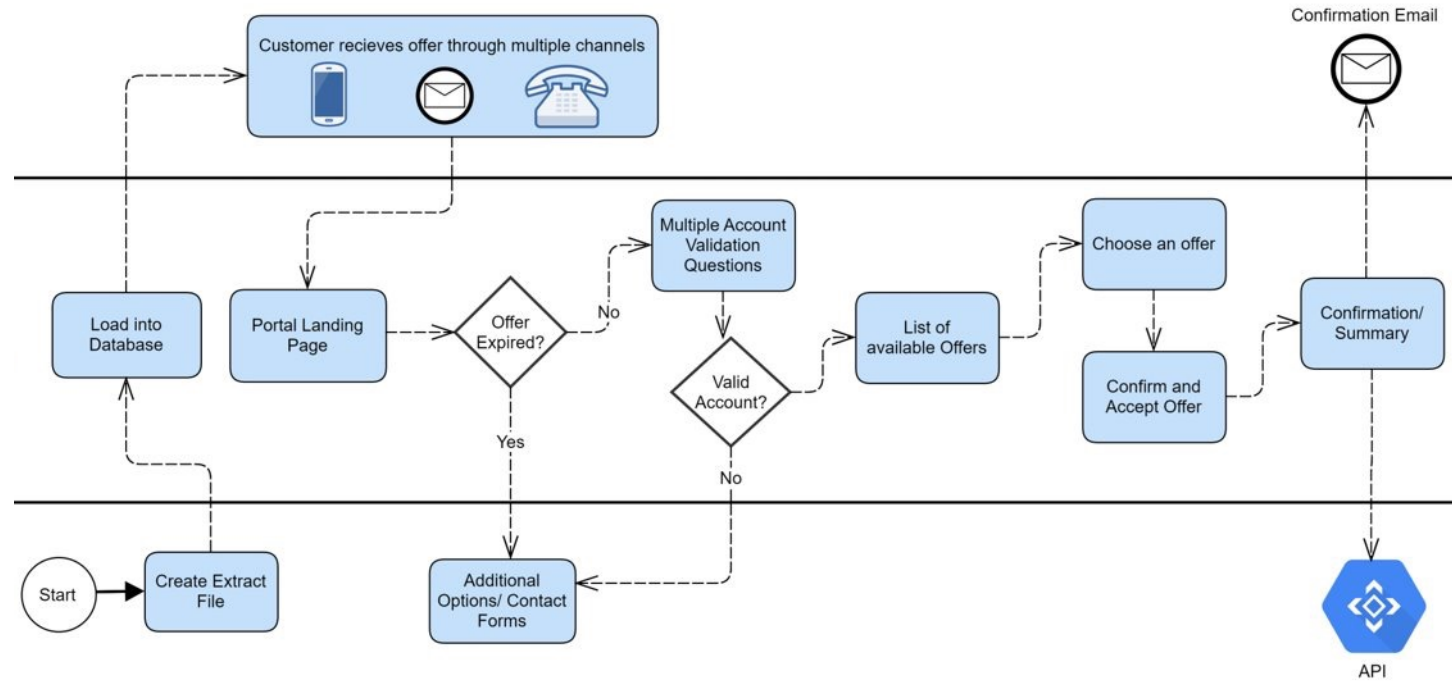
Conversational Preference Centers

Message Broadcast's customer engagement platform transforms automated interactions into conversational preference centers.

Using purpose-built augmentations, personalized and dynamic message flows are automatically applied to outbound and inbound communications that collect, set, update, and verify customer attributes, including missing account information and channel preferences.

Conversational Preference Capture

Message Broadcast's built-in preference workflows intelligently capture customer preferences within conversational interactions across voice, chat, email, and text messaging to support personalized digital customer relationships.



Self-Service Preference Portals

Message Broadcast preference solutions provide self-service administrative portals where customers can identify how, what, when, and how often they want to be communicated with. Uniquely, customer consent and preference selections also are collected within the conversational interactions themselves.

Capturing preference through interactive questions within relevant automated communications increases preference capture by more than 80%.

In addition, Message Broadcast CSR tools provide administrative capabilities and insights to inform and empower CSRs, reducing the average length of support calls and dramatically increasing customer satisfaction.

SOUTHERN CALIFORNIA EDISON
Energy for What's Ahead®

Public Safety Power Shutoffs - Non-Customer Enrollment

PSPS alert sign-up

1 2 3 4
Contact Information Location Review Confirm

Contact Information
Receive PSPS alerts by phone, text or email. Submit up to 5 phone numbers and/or email addresses.

Contact Information
Enroll for **3 Month** from the date of enrollment.

Note: If you would like to continue receiving the PSPS alerts after your selected period has expired, you will need to re-enroll.

1) Call Text Email *

2) Call Text Email (optional)

3) Call Text Email (optional)

4) Call Text Email (optional)

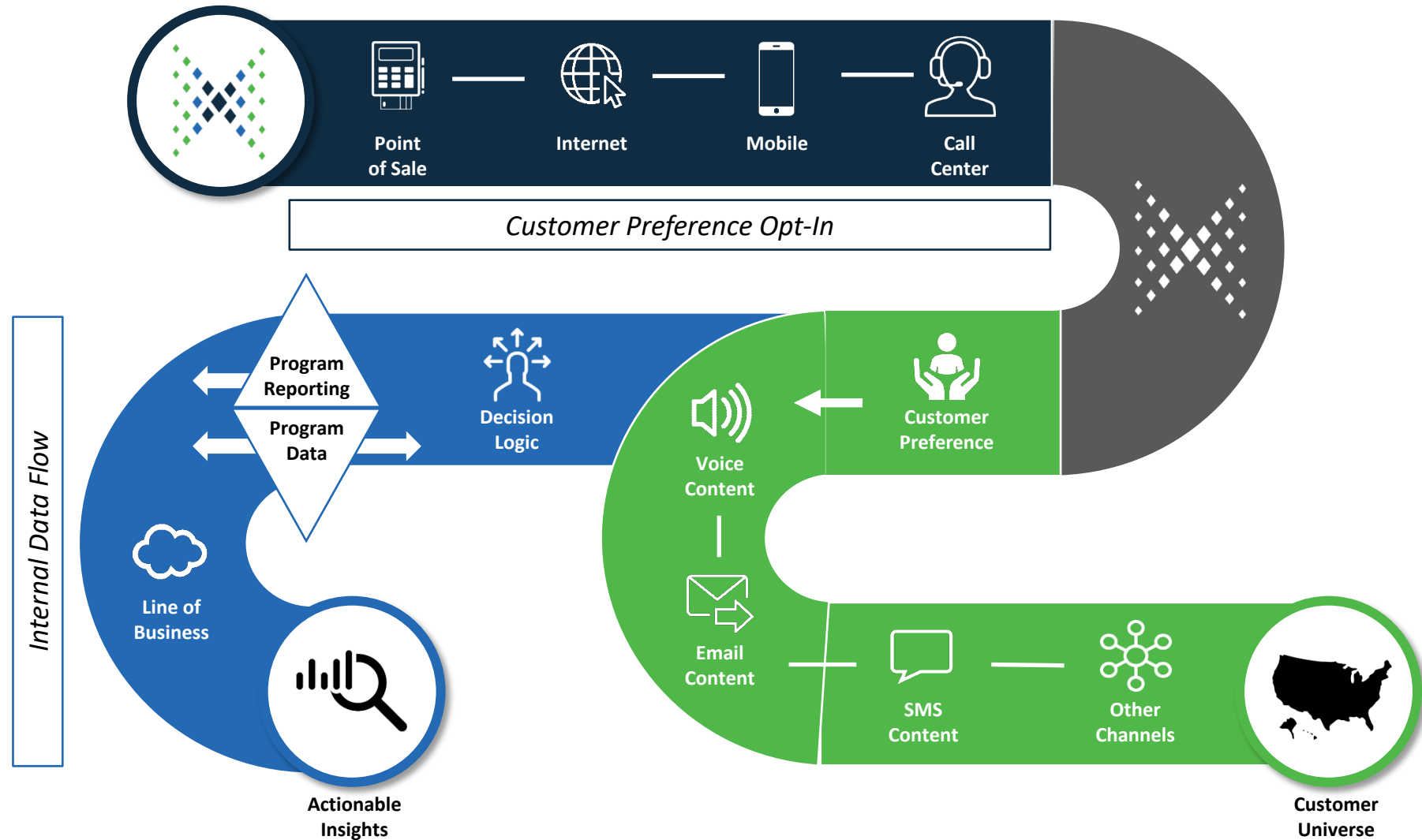
5) Call Text Email (optional)

Next >

Customer Experience Platform

Using an omnichannel message delivery system and rules-based decision engine, Message Broadcast's Customer Experience Platform enables our clients to send real-time relevant communications to the right parties, over the right channel at the right time.

The platform helps organizations understand a customer's need, resolving that need within a single interaction, reducing effort, and increasing customer loyalty. Message Broadcast's Customer Experience Platform also understands intent, supports complex decision logic, and responds with relevance.



Privacy & Compliance

Out-of-the-box preference workflows capture Express Written Consent and validate right party contact, exposing opportunities to lift enrollment for new products and services.

Message Broadcast programmatically aligns and manages industry and Federal regulatory frameworks inclusive of TCPA, TSR, CTIA, and HIPAA.



TELEMARKETING SALES RULE



About Message Broadcast

messagebroadcast.com

Message Broadcast provides engagement solutions that shape customer experiences for the world's top brands. As a leader in intent-driven conversation, Message Broadcast improves customer satisfaction and promotes operational efficiency through decades of domain expertise and a leading omnichannel messaging platform.

We believe every interaction is an opportunity to reduce customer effort, personalize the experience, and increase customer loyalty. Our solutions dramatically enhance customer engagement, self-service, acquisition, retention and conversion across all channels, including SMS, MMS, RCS, Voice, Push, Email, and Social.



Get Started Today!

Talk to an expert to see how easy we make it to honor your customers' preferences and predictably drive their next best action.

marketing@messagebroadcast.com



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link mobility