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### IMPLEMENTATION OF CUSTOMER ENGAGEMENT STRATEGIES FOR DEVELOPMENT OF BUSINESS PERFORMANCE

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#### ABSTRACT

Customer engagement is termed as a very important aspect in development of the businesses. It comprises various strategies that involve a consumer's behavioural manifestations which have a very indirect effect on outcomes of the companies. The previous research conducted on the concept of customer engagement was restricted only to the companies of high-level categories. In order to address this gap & implement the strategies of Customer engagement in every kind of firm available in the market present research framework is introduced. The concept of customer management is developed in the academic field and its nomo-logical distinction from other concepts like service-dominant logic & loyalty, companies have tried to conduct experiments with the help of strategies which might build relationships with their consumers beyond merely monetary transactions. A framework of Consumer Experience Value has been adopted to solve the issues emerged in implementation of customer engagement strategies.

#### 1. Introduction

Many computational methods were introduced to conduct research on customer engagement – company relationships (customer experience management methods). Given a strong emphasis on purchasing-related effects, these more

conventional & well-established frameworks offer a compelling starting point to explore how to properly model consumer interaction representing behavioural dimensions other than purchasing. Based upon that connection, the large variety of models & strategies employed in the company value management framework were examined. Consequently, researchers address how core behavioural aspects of consumer interaction, i.e. word-of-mouth (WOM), complaint actions, & co-creation, may be used in this form of theoretical frameworks when responding to both current trends & potential directions for study [1]. Because the various manifestations of consumer interaction may be created at various stages of the consumer life cycle, discussion was structured in 3 main phases: customer relations, consumer growth & loyalty of customers.

The consumer is variable to the product & is the passive beneficiary of the company's aggressive value-creating activities and factory-created principles. There is also a new viewpoint emerging, namely that consumers will co-create profit, co-create strategic strategies, participate in the company's development life-cycle & become intrinsic to the product. The concept of customer engagement, characterised as the part of performance management from a customer towards a brand or a company that goes beyond purchase behaviour, is essential in the modern perspective. This behavioural representation may influence the brand or business and its supporters in ways other than purchasing like recommendations from WOM, involvement in the company's events, proposals for service enhancements, consumer expression, engagement in brand groups, or retaliation behaviours. As a result, a company's interaction with its clients is stronger and more focused, which may become so commonplace that even the word familiarity is utilized [2]. Although not all consumers enjoy the affection, businesses must face engaged-prone consumers & other consumers. Consumer interaction is related to consumer satisfaction management in the goal of optimising the interest of a company's consumer base. In consumer value assessment, however, a consumer's interest is typically correlated with relevant consumer results like the present & prospective interactions with the company. Consumer interaction, on the other hand, involves a consumer's behavioural manifestations which have a very indirect effect on firm results. In specific, we differentiate between 3 general consumer interaction manifestations: WOM, consumer co-creation & complaining behaviour, both of which affect the brand or business in ways other than purchasing.

Neglecting these behavioural effects will contribute to a strongly distorted view of the commitment a consumer contributes to an organisation. For example, researchers found that the absence of integrating WOM in the measurement of consumer lifetime value leads to an oversimplification of the customer lifetime value by up to 45 per cent. Therefore, it seems important to develop metrics & frameworks that account for main customer experience behavioural manifestations. Consumer interaction has become a popular buzzword with more than 2 million clicks on Google and even a comprehensive analysis on Wikipedia. Market intelligence firms have been designing customer experience

measuring tools, & large firms like Starbucks have made customer experience the cornerstone of their business strategy. In fact, customer engagement draws more interest in the research field, which is considered a new trend of customer service. However, as with a new idea currently in its experimental stages, perspectives on consumer experience conceptualisation vary. Researchers integrate these divergent perspectives on participation in various research sources in an appropriate manner, analysing them not just from the perspective of the marketing profession but also from the perspectives of sociological, cultural, organisational & psychological research [3]. Correlating five basic propositions that they establish with previous literature poses many concerns & questions that, in effect, contribute to fertile grounds for further discussion.

Relationships between a company and its customers are continuously changing, with increasing opportunities to communicate with other consumers & businesses via cell phones & social network. Increased demand & technical developments that reduce obstacles to entry have driven businesses to pursue many approaches to create a deeper degree of commitment to their consumers. This kind of approach is now called customer involvement. This major problem on Identifying and Maintaining Customer Interaction via Customer Relationship Management illustrates the movement towards customer involvement & provides a series of researches that lay the groundwork for a new literature that research suggests will expand in relevance and influence. The concepts of customer engagement & establishing analytical structures that define factors of customer engagement & its implications were included in these studies. The concept of customer management is developed in the academic field and its nomo-logical distinction from other concepts like service-dominant logic & loyalty, companies have tried to conduct experiments with the help of strategies which might build relationships with their consumers beyond merely monetary transactions. Remember the company Amazon.com in its efforts to improve user interaction, for example by introducing Amazon Dash, a tool that can be combined with a buyer's product of choice that helps the user to reorder such items by pressing a single key. Researchers aimed at launching a product that integrates into the regular activities of customers & increases customer engagement rate, market shares, purchasing volume & eventually customer lifetime value [4]. Amazon encourages customers to spend \$6 as their mates enter Prime to boost reviews, & the Amazon associates network enables members to sell goods & receive up to 12 per cent referral fees. Amazon also introduced a crowd sourcing platform named Amazon Mechanical Turk to boost consumer reviews & to gain product information from consumers.

A latest Gallup report reveals that committed consumers deliver a 24% advantage over the customer in terms of shares, competitiveness, sales, and partnership growth through retail, electronic goods, & hospitality sectors. Although in a survey just 60% of managers reported to have a structured customer engagement plan in place, 75% of managers commented that they would boost customer engagement investment in the next year [5]. Several research papers have described consumer loyalty from differing viewpoints

over last decade. The major aspect found in such concepts is the underlying belief that, in addition to the sales, clients are important to a company in several respects. It is an extension of the marketing partnership paradigm in which interactions between a client & a company form the foundation for a larger, mutually advantageous relationship involving WOM, & co-creation of innovative goods.

In order to solve the issues of customer engagement, many researchers have proposed various models, including how businesses can improve customer loyalty via engaging the customers & applying appropriate marketing strategy [6][7]. This is an initial step in a crucial path towards generating value for various types of customers. In this proposed study researchers & practitioners will benefit from integrating customer service experiences with communication literature. It depends upon process-based assumption: Customer relationships develop across various states which could be generally categorised as maintenance, acquisitions, development, & win-back. Consumers perform regular journeys in each state through the company & its social media [8]. This correlation between short-term interactions & the accumulation of these encounters that contribute to success in partnership states contributes to differing degrees of consumer loyalty. Present work provides a strong knowledge of post & pre-purchase interactions, which results in frequent purchases & increases customer lifetime value. But the role of interactions in generating value for consumers is unidentified as campaigning for a brand or offering insights that can help brands to produce enhanced & modern items. Controlling this multidimensional vision of the consumer experience & travel maps is just what is required to build business procedures & framework focused on engaging the consumers.

**Research questions:**

- 1) What issues are associated with customer engagement and how they can be resolved?
- 2) How does the customer lifetime value can be maximized by building an engagement-oriented firm?

**2. Literature Review**

In previous studies, researchers investigate the essence & extent of consumer interaction through observational research between managers & clients, which is a critical component of partnership marketing [9]. Customer-engagement has been described as the strength of an individual's interest in and association with the deals & operational activities of an organisation initiated by either the client or the organisation. It has been suggested that it consists of social & behavioural aspects. And then, a paradigm of strategies of customer engagement was proposed, in which the presence and interaction of existing or prospective consumers acts as a backdrop to customer interaction, whereas interest, confidence, successful communication, loyalty, word of mouth, & interaction of the brand group are possible outcomes.

Recently, enhancement of web technology & in particular the immersive capabilities of Web 2.0, has contributed to an increase in interest in customer

involvement. Social media's potential to help develop close relationships with clients appear to have inspired professionals in a wide range of sectors around the world. Even so, academic research on customer-engagement has failed to implement the strategies successfully & its theoretical framework is not robust, & there is need to create an awareness regarding the advancement of customer engagement strategies. Researchers are trying to work with some of those problems. Their goal was to deepen comprehension of consumer interaction by analysing professional perceptions of consumer interaction, connecting it to the philosophy of marketing, business focus, & partnership management, modeling the customer interaction process, & creating a matrix of loyalty of consumer. Researchers build a concept of the consumer experience process as loop phases of relation, contact, retention, fulfilment, commitment, activism & involvement[10]. In a consumer interaction matrix, it lists consumers according to the degree of mutual communication & emotional ties that define their partnership with suppliers. 4 kinds of partnerships emerge: transactional clients, happy clients, faithful clients & followers. It was an early effort to establish a concrete customer engagement system, & more analysis is needed to fully explain certain facets of the system. For example, how various Web 2.0 methods could be utilized to develop interest in businesses & consumers could be explored in future research. Customer loyalty transforms clients into supporters. Yet buyers have to move via the phases associated with the process of customer engagement to be friendly. Besides faithful consumers, vendors require a combination of transactional, excited, & committed buyers who will become good supporters in the future. A combination of non-digital & digital technology that can be used to promote the transfer of consumers across the phases of the consumer experience process. Finally, it creates a robust framework of customer engagement that enhances product comprehension & offers the framework for approaches to help serve consumers use Web 2.0 resources such as social networking.

Marketing customer engagement described as a concerted attempt by a company to inspire, encourage & quantify consumer response to marketing activities marks a transition in business activity & marketing analysis [6]. After identifying & distinguishing engagement marketing, the researchers suggest a typology of its 2 major types & offer principles that relate basic key components to consumer outcomes & thereby firm results, the rising that the efficacy of engagement marketing derives from maintaining self-transformation & psychological control. The researchers present proof via case diagrams in support of the established principles, and also a quasi-experimental field study of the core interaction marketing theory.

Customer engagement has been extensively debated in scholarly & professional literature, but there is no agreement upon its definition, what processes are engagement or what their context & implications are. Researchers thus recommend that the word participation must be managed to evade, & that more descriptive terminology must be utilized for the various phenomena [11]. Based on the previous literature, the environment of consumer engagement, a computational framework is developed that involves

company acts, other players, customer service interaction, purchasing habits, company use & self-dialog behaviour. The framework proposed by researchers suggests that relations among these components are reactive & non-linear; that is, each action triggers a response not only of the message's intended receiver, but of the whole environment. Consequently, the paradigm illustrates the dynamic complexity of today's marketing setting. It also acknowledges the increasing value of motivated consumers by differentiating various types of brand dialogue activities that reflect the – anti-purchase-focused actions of customers.

A structure based upon the service-dominant (S-D) principle to promote customer interaction in service as developed; An innovative aspect of this system is its applicability & usefulness to both existing & developing market operating companies. Initially, analysts perform a qualitative analysis comprising multinational corporation service managers spanning developing & emerging markets to clarify the professional perspectives. This approach examines how relationship alignment & the omni-channel paradigm could be utilized to establish meaningful user engagement by combining the findings from the surveys & the related research literature. It has defined the variables that influence & categorise the customer experience as follows: offer-related, valuation-related, market-related & enabler-related. In comparison, perceived variability in service experience reduces the effect of service experience on implied emotional attachment & loyalty, which eventually affects the strategy of engaging customers. Research ideas from these variables that address building meaningful customer experience were pursued [12]. One of the main findings of the study is that in an attempt to improve consumer loyalty, MNCs should centre their efforts on the administrators to ensure continuity of successful customer service.

Researchers sought to explain the customer engagement's role in composing retailers' reviews collected through the internet with an emphasis on smart phones for purchasing. These smartphones are becoming the consumers' first source, & advertisers are using them to provide social connectivity that makes them more appropriate for creating consumer experience. The work is, however, in a very preliminary stage in this area. This previous research is one of the first longitudinal studies to investigate the role of consumer interest in writing reviews online. Researchers investigate the mediating role of user interest in satisfaction-purpose & belief in online review-relationships [13]. And then moderating the role of faith & level of satisfaction in consumer service-purpose to check online is discussed. This previous study relates to customer interest, consumer feedback & smartphone purchasing activity in marketing literature. This research also provides the executives with a basis for inspiring consumers to compose online reviews. Recommendations are often issued for retailers to leverage user interaction on digital applications to target retailers & marketers for better use of modern innovations. When businesses seek to best serve consumers, academics have tried to empirically explain consumer interaction. Consumer involvement extends beyond buying & is the extent of the contacts & relations of the buyer (or prospective customer) with

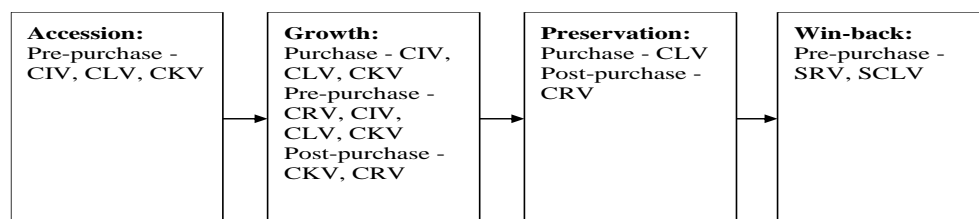
the deals or events of the company or business, sometimes including those in the social network generated by the company activity [14]. Present as well as potential clients involve committed people. The researchers conceptualize a three-dimensional image of consumer interaction using the extended partnership model and service-dominant rationale, involving active focus, social connection & enthusiastic involvement.

In previous analysis, researchers plan to build & test a consumer experience assessment framework that focuses primarily on mobile shopping apps. In addition, it discusses the role of consumer interaction in creating consumer loyalty. Study in this work has utilized 4 experiments to establish scale of consumer experience and test the proposed framework. It included professional & consumer data collection through a number of approaches, such as in-depth interviews, & surveys. Further simulation of the structural equations was used to evaluate the results. The results of this research provide the creation & confirmation of consumer involvement as a second order concept stemming from 7 specific consumer encounters-social-facilitation, intrinsic satisfaction, self-connection, time-filling, functional & monetary assessment [15]. Additionally, to the current satisfaction & comfort frameworks, the study identified a significant function of consumer interaction in forecasting consumer loyalty. This analysis leads to the advancement of customer engagement studies in academics. Furthermore, this research offers a foundation for retailers to build matrices to measure interactions & consumer loyalty on mobile shopping apps.

### 3. Methodology

#### Design:

Developing an organisational process for the implementation of a customer engagement strategy entails mapping the various stages of customer relationships (growth, accession, preservation, & win-back) alongside customer experience phases (pre-purchase, post-purchase & purchase). The organisational structure is demonstrated in Fig 1. An organisation should define the appropriate customer categories to aim with each blend of interaction & travel status, & the customer service goal. For example, businesses seeking to attract high lifetime value customers in the pre-purchase process will have different opportunities from those likely to affect other consumers while they are attempting to obtain them.



**Fig 1:** shows the organizational structure for the Customer engagement. Several stages were mapped in the strategies implemented for customer engagement (Growth, Accession, Preservation and Win-back)

To do so a framework of Consumer Experience Value (CEV) has been adopted [3]. The methodology uses the viewpoint of a business who has to take actions to handle existing & future consumers utilizing the 4 major aspects; customer lifetime value (CLV), customer knowledge value (CKV), customer loyalty value (CRV), & customer impact value (CIV).

Data Collection & analysis:

Most work to this point has concentrated on the interest gained from the actions of attracting new products (i.e., a prospective customer's customer lifetime value). Relatively little work has dealt with how companies should exploit customer knowledge value & customer influence value during attempts to attract customers. It will be understood if companies recognise consumers with high customer influence value ability at the time of accession process, if consumers with high degrees of control (e.g., people with wide social networks) in social environments are likely to have impact when it comes to purchasing decisions about someone's goods. And then the best approaches for attracting these prospective customers (discounts, demos, etc.) will also be understood after these customers are established. Similar concerns that emerge about attempts to acquire customer knowledge value. It will be assured that the businesses forecast consumers that are going to offer certain customers a high degree of consumer interest. Some of the evidence is accessible relating to the importance of social power (i.e., customer influence value), but the literature relating to consumer awareness (i.e., customer knowledge value) is scarce.

Very few were aware of the appropriate implementation of customer engagement strategies that are successful in cross-selling. In other words, how could consumer experiences help companies find opportunities for cross- or up-selling of goods & services at the time of the buying experience? The suggested solutions will be a simple example of cross-selling in implementation. In comparison, supermarket stores shelve complimentary products like pizza & soda next to one another. Analytical developments will enable the researchers to know the shopping methods utilizing RFID carts, cell phone applications. At the time of the consumer buying process, these different sources will enable us to recognise incentives for cross- or up-selling of goods & services. Although some recent work discusses the impact of shopper interactions on product buying, the viewpoint of consumer interaction encourages studies to take into consideration more contingent variables.

The significance of consumer engagement in customer referral value or customer influence value, i.e. how it motivates consumers to actively impact opportunities by reviews or through exchanging feedback directly must be understood. Taco bell is an example of a company that has established its entire influencer-based marketing campaign. The company aggressively hires graduates who are possible influencers in university campuses, provides them with preparation & employs them for organising activities that attract prospective customers from thousands. Earlier in the development process, Taco Bell consciously hired DJs from the radio & offered them with product demos in special activities they would later be presenting on their programmes. Although customer influence value & customer lifetime value consumers are



likely to show interest when buying well-developed & validated goods across categories, customer knowledge value consumers could be more valuable at the time of product creation particularly in segments like software engineering, video game manufacturing, experiential services or modern storage format layout. Furthermore, it will be necessary to recognize how to properly obtain details from high customer knowledge value clients; one should be assured that whether it is easier to hold such clients individually or as communities. McDonalds gives a clear description of the approaches for optimizing customer knowledge value after-purchase experience. The business has an online community where consumers can get feedback regarding the goods and services. Many participants of the group then decide on certain proposals. McDonalds chooses the ideas for analysis which get the maximum votes. The organization then reveals in the community that they introduce such web-based product concepts. Often in these platforms the concept suppliers are illustrated highly. Many of the revolutionary designs from McDonald, including the blue lids for the tea cups, come from these fora.

A viewpoint on consumer loyalty illustrates the requirement to consider the connection between Customer preservation, customer influence value & customer referral value. Companies will like to learn the right methods that would inspire clients to discuss their experiences. They must also recognize if they are encouraging customers to blog regarding their experiences, & the form of consumers will be involved in various post - purchase behaviour undertaken by companies, those with higher customer referral value or customer influence value. Major work was carried out on consumer reasons to write reviews of the products received from the customers and how the aggregate metrics of product reviews influence buys. Very few knowledges regarding review features were known, however, that other consumers can find less or more useful. Furthermore, it has been recognized that feedback is much more successful when many are available, opposed to only one. This means growth opportunities between the consumers and their interest and control with the company. Consumers cannot be as efficient in network systems but they contribute to the network results, because some still utilize it, Gmail becomes more useful to clients. But even though a google account user from a customer lifetime value viewpoint is not personally important to the Web, he or she will build network effects on the same side. Therefore, consumers who do not make direct purchases (customer lifetime value) with a business may also be relevant. The biggest unresolved problem about consumer retention is that high customer lifetime value consumer churn forecasting frameworks are still useful in predicting whether businesses will maintain customer influence value, customer knowledge value, & customer referral value consumers. The consumer engagement variables can also be considered to be more relevant in forecasting success for customer knowledge value, customer influence value, & customer referral value consumers. Companies need to better understand how to include customer lifetime value, customer knowledge value, customer referral value, or customer influence value in a customer experience approach, or a mix of such metrics when approaching win-back consumers. A theory to

check is that clients with a high customer influence value will tend to affect others even though they are no longer a client. One should be assured that the effect also has the same effect on prospective clients even after the consumer exits the business, and also regarding the tactics of businesses used to win back consumers who have a high effect or recommendation interest.

#### **4. Results And Discussions**

As businesses start assessing & handling consumers through the various customer experience value metrics, they face many development problems relevant to customer service from a multidimensional viewpoint. Key accounts serve increasingly successful clients which support a devoted staff within the conventional customer-centred framework. Separate main account teams require to be developed in an engagement-oriented business with high customer referral value, customer lifetime value, customer influence value or customer knowledge value clients. There needs to be research into the organisation, role, & coordination within these account teams. Many main sales teams may be part of the same company & this customer's interaction has to be consistent across them. Which allows businesses to regularly capture and exchange consumer details at the time of post-purchase, pre-purchase, & purchase. The effectiveness in an engagement-oriented strategy resides in finding synergies between the categories of consumers to enhance the operations of the company. High customer knowledge value consumers, for example, are valuable tools for creating innovative goods, as well as designing successful user services for high customer lifetime value, customer referral value, and customer influence value companies. The creation of these synergies will entail teamwork & cooperation within the silos. Companies that can design and deliver customized experiences with different customer preferences and interaction groups will be most successful in implementing a plan for customer involvement.

An interaction approach encourages companies to co-create with their clients a broader variety of practises & demands that each employee engage with the company & appreciate the importance of customer involvement. It also needs partnerships among organisations moving deeper into their respective supply chains. In such a world the nature of organisations & their external & internal eco-systems is still an unanswered problem. The effectiveness of an engagement plan depends on clients forming an emotional commitment to the business [6]. This includes an awareness of the motives of the consumer to interact with businesses, & even most critically with other consumers. Yet, in fact, clients do not favour close communication with companies. Brands like Taco Bell, Denim, & Coca-Cola identify that & have entered a greater degree of interaction with their clients, not by highlighting the practical advantages of their goods but by sparking discussions around social problems & concerns that are relevant to buyers [5]. This demands for brands to be part of the cultural environment & to play the role of dialogue leader or enabler. Work on user personalities & brand partnerships will be really useful for educating researchers regarding customer involvement. Companies will have to

understand that labels will represent a larger variety of personalities & nationalities.

In fact, interaction campaigns & consumer response to the same offer consumers unparalleled opportunity to affect other consumers and non-customers, in particular through social networks. Particularly this is true to the online world. Companies should provide forums for customers to share their opinions, interests and experiences with others, & also to encourage consumers to engage in Physical activity. Engaged consumers are a trust worthier brand voice. Not only can they assist other consumers understand their interests but they also make them realise how a company can fulfil those interests, blurring the lines between the position of a corporation & the position of a client. Executives will ought to be mindful that the focus on any of these elements may rely on a variety of considerations inherent in the company, such as the product's existence and life cycle level, and current market value. Brands & companies should only anticipate greater interaction with consumers by establishing and maintaining existing interactions with buyers, contributing to lasting partnerships. Continued consumer interaction for diverse demands before, after and during a purchasing process, communication approaches will improve successful word-of - mouth, consumer satisfaction & activism, as well as partnerships that bear the test of time & rivalry.

Researchers have started with a meaningful quote from the economic forum, stating that customer interaction corresponds to the development of a stronger, more positive link between the client & the consumer, & one that will continue over time [3]. Commitment is often used as a means of creating consumer satisfaction & engagement. They noted that it encompasses both transactions (such as purchases) & non-transactions, & refers to the behavioural representations of consumers against a brand or business dependent on essential motives. Clearly, there seems to be agreement within the scholarly and professional culture about the essence & value of consumer engagement. Although the meaning deals with experiences, relations, and social networks, the measurements & size of the objects relate to the concept's behavioural indicators, that is, effortful focus, ongoing engagement & in establishing one's deep relationships with a company, experiences with others related to the brand. Thus, the descriptions are consistent with the consensus that is established in the research & yet contribute to the information by giving the concept both a verified dimension of the data, just as a validated three-dimensional scale is helpful.

## **5. Conclusion**

It was concluded from the research that the involvement of the customers is not only restricted to the category of the company, but the strategies may also be implemented on the regular shopping activities. The results thus inspire organisations of all types to concentrate on engaging customers through with an intention to allow them to put their interest, as well as genuinely mutual connections with the company, in such a way that it allows them to engage with others. The networks which are nomological examined in this study

include a more comprehensive understanding of the consumer & clear effects of factors of consumer interaction on variables of management interest, like expectations of worth & benevolence, loyalty strategies & successful dedication. Executives should customize campaign campaigns & policies to affect the degree of consumer interaction and with this metric should effectively evaluate the efficacy of their policies. The qualitative impact of social interaction implies that businesses can determine their importance with regard to their products & categories.

Commitment without others is simply feasible for certain individuals & offerings whereas interaction with others is very important and often crucial for other offerings. Many customers read books as a very lonely pursuit while others attend libraries or reading forums in a digital manner. Executives may use this knowledge to assess the degree to which an aspect of social interaction will be involved in their communication approaches. There is need to conduct several researches regarding customer engagement in networks, including customer-to - customer & business-to - business encounters, and also in various environments due to specific communication focuses. It is also significant to consider the impact of online engagement on offline interaction, & likewise.

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