



A CMO's Guide to Driving Brand Loyalty and Value

How to harness the power of customer conversations to improve marketing effectiveness and cultivate brand advocates

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Introduction

The conversations that take place every day between your employees and your customers contain a wealth of insights. Today's marketing executives know that tapping into these interactions can unlock new levels of brand intelligence to improve corporate messaging, optimise campaigns, effectively manage potential crises and enhance brand sentiment, but doing this isn't easy. Further, these efforts don't only impact marketing; they can also result in a better customer experience (CX). With the right technology, capturing and analysing these customer conversations is easier than you might think.

Your customers have more channels and ways to engage with your brand than ever before – from customer service calls and web chats to social media product reviews and beyond. While that level of customer connection provides valuable intelligence, it also directly impacts the CX and bottom line. **More than three quarters of consumers** (76%) say they would buy from a brand they feel connected to over a competitor, and 57% say they are more likely to increase how much they spend with a brand when they feel connected.

On the other hand, when consumers don't feel connected to a brand, 70% are less likely to shop with that brand over a competitor and almost two thirds (61%) will spend less. To prevent this from happening, your organisation must listen to customers and act accordingly on their feedback. In fact, many would consider a modern CMO's role as that of a **"chief listening officer."**



"The CMO role is even more imperative as customers crave connection across both digital and physical channels," said Eric Williamson, CMO of CallMiner. "Deeply understanding your customers can not only drive revenue, but also help brands avoid crises and respond to feedback or cultural moments in real time."

By capturing and analysing 100% of customer interactions at scale, you can create more personal, human connections that improve customer satisfaction and brand loyalty. In this guide, we'll break down how data-driven marketers can uncover the insights that are within the customer interactions that are already taking place across your organisation, such as in your contact or customer service centre, to:

- Improve campaign execution and strategy
- Optimise crisis communications and management
- Stay ahead of evolving brand sentiment

Improving campaign execution and strategy

Most marketers have heard the often-quoted phrase, "Half the money I spend on advertising is wasted; the trouble is, I don't know which half." Granted, this quote is more than a century old, and marketing has evolved since the days of questioning whether your ad in the newspaper is working. But something about it still resonates, particularly when it comes to the art of brand campaigns. Measuring less tangible variables, like customer perception, still eludes many marketers.

"Even the so-called 'softer' side of marketing can leverage data to measure, test and improve campaign strategy and execution," said Williamson. "Marketing teams can analyse customer conversations that are already happening across a range of channels to see what's resonating and what's falling flat."

For example, one major media company is analysing conversations within its contact centre, chats, SMS, emails, and more to understand how customers perceive their brand and then refines its marketing campaigns based on specific segments of subscribers. They're doing this through the use of conversation intelligence technology, which uses artificial intelligence (AI) and machine learning (ML), to uncover trends and opportunities within voice and text-based customer interactions.

The insights generated by conversation intelligence help their marketing team understand which channels are most effective for certain types of campaigns, as well as how customers react to specific changes to product or marketing messages. By understanding 100% of omnichannel customer interactions, the company is able to apply predictive analytics to determine how future decisions might impact customers.



Rather than relying on focus groups to understand how campaign messaging will resonate, the company tests and learns from actual customer feedback. They hyper-target smaller segments of their customers with personalised messaging, and continue to refine their campaigns over time, resulting in more effective marketing offers and programming decisions.

Conversation intelligence platforms can help teams, like the one at this media company, derive contextual meaning on top of what is actually being said. These insights can inform your strategy and provide a deeper picture of your customers' perception of your brand.

Using conversation intelligence to inform the Voice of the Customer

Voice of the Customer (VoC) programmes are popular ways for marketers to understand the customer journey. In recent years, VoC has evolved due to survey fatigue to encompass a wide variety of customer feedback mechanisms. That's where conversation intelligence can help analyse your growing volume of customer data.

Your marketing teams don't have to review hours of calls or pages of transcripts and customer feedback to understand VoC. Conversation intelligence technology allows you to optimise omnichannel customer experience by capturing and analysing every interaction with customers, such as voice or text-based conversations happening in your contact or customer service centre. This can reveal critical insights about the customer journey, helping you take action to improve your campaigns, and create reports that show exactly what customers are saying about their experience.

Optimising crisis communications and management

A crisis can happen to your brand in the blink of an eye. With the digital world providing a 24/7 feedback loop for customers and brands, the time to contain and react to a crisis is shorter than ever. However, the wrong move could generate an even larger firestorm. Not to mention, understanding early smoke signals of a crisis can help your marketing and communications teams mitigate an issue before it compounds into a larger one.

By understanding what your customers are saying in their conversations with your brand, including in real-time, your marketing team can separate the signal from the noise on any particular issue. For example, when there's big company news or an issue with your product or service, conversation intelligence can inform your marketing team about whether customers are actually contacting your brand to complain or inquiry about the issue or simply reacting in-the-moment. This intelligence can help your brand understand the type of impact these trends or other major corporate decisions might have on the bottom line and whether a timely response is required – or if it's a false alarm.

Outside of crisis situations alone, responding to culturally relevant moments can also be a powerful way to build connections with customers. Striking the right tone that makes sense for both your brand and your customers hinges on how well you understand your target audience.

For example, there has been a strong movement of star athletes taking steps to protect their mental health. A number of brands, from meditation apps to energy drinks, have effectively seized these news moments and jumped in on related conversations.

According to Critical Mention, one company's response – a donation to a mental health organisation – earned them more than £20 million worth of media attention within the week. These types of rapid response opportunities are invaluable ways for brands to both participate in and shape the cultural dialogue – and further, create the type of brand with which current and potential customers want to do business.

More customers are demanding that the brands they engage with are socially responsible and stand up in moments that require it. By capturing and analysing customer conversations at scale, as a CMO, you're able to not just do the right thing – you can also validate and quantify when customers react positively to certain campaigns or public initiatives, increasing brand loyalty and the bottom line.

Omnichannel marketing gets personal

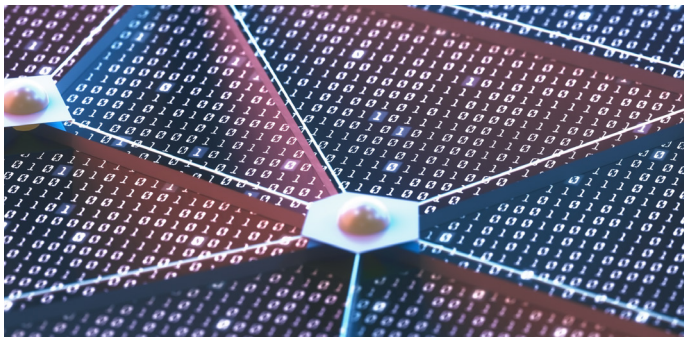
In a Gartner survey, about two-thirds (63%) of digital marketing leaders said they continue to struggle with personalisation. Even so, personalisation pays off. **More than half of marketers** say personalisation has helped them boost customer engagement. Customers' expectations for **omnichannel support** and service are high, and they have little patience for interactions that do not provide the experience and personalisation they feel they deserve.

Because customers are willing to share information with your brand, they expect you to offer consistent, tailored experiences across every channel. To satisfy these expectations, conversation intelligence solutions can integrate data from multiple conversations and channels – even when those channels themselves are not connected or integrated.

Conversation intelligence and **customer touchpoint mapping** deliver the capabilities your team needs to capture and analyse conversations across channels, uncovering insight to optimise every interaction and ensuring exceptional experiences throughout the customer journey.

Customer touchpoint mapping can help your marketing team:

- Understand how the brand, products and services, and communications are perceived by customers. Marketers will get a sense of what drives customer opinions, what earns their loyalty, and what pushes them away.
- Identify what parts of the journey are creating friction and how teams can improve the experience at specific touchpoints.
- Create opportunities for engaging customers at key pain points with content, brand interactions, and exposure.
- Give marketing, sales, and customer service teams the direction they need to create more compelling customer experiences and superior omnichannel customer support.
- Increase conversion rates by eliminating obstacles and negative experiences.



Staying ahead of evolving brand sentiment

Every decision your organisation makes impacts brand sentiment. From the way employees interact with customers, to workplace conditions, to corporate responsibility initiatives, to the way your CEO behaves on Twitter, sentiment can change quickly...even for some of the world's most beloved brands. Customers have more visibility into these changes than ever before and can sound off directly to C-level executives, members of the media, high-ranking politicians and more.

As CMO, conversation intelligence can help you stay ahead of evolving brand sentiment and determine when these fluctuations impact purchasing decisions. Much like in the crisis example above, understanding and managing potential risks to your brand identity can be the difference between retaining customers and losing revenue and harming reputation.

For example, one large transportation company proactively monitors conversations between its customers and employees for insights into safety, discrimination and harassment issues. These issues happen both ways – from customers to employees and from employees to customers.

Using conversation intelligence, the brand can automatically identify potential issues as they occur within customer conversations. From there, the company can prioritise its in-the-moment response strategy – and rather than relying on its employees to appropriately flag these conversations, AI-powered capabilities help the company proactively address and escalate issues immediately as they arise.

Perhaps more importantly than staying ahead of issues, this brand has established itself as a company that cares about both its customers and employees. This level of proactivity has helped define the company as one that creates a safe, inclusive environment for everyone involved, which ultimately drives brand affinity and customer loyalty.

The power of conversation intelligence

Beyond single channel monitoring or campaign analytics alone, omnichannel conversation intelligence can help you improve your overall personalization efforts and create campaigns that capture brand loyalty and conversions.

“The brands that will win in a post-pandemic world will be the ones that become fixtures in their customers’ lives by creating truly custom and positive experiences,” said Williamson. **“As we’ve seen, brand perception is rarely static. We’ve finally reached the point as marketers where we can not only keep up with customer sentiment, but also stay several steps ahead of the curve..”**

Solutions like conversation intelligence platforms can help you scale your analytics efforts, providing your teams with insights that drive more effective personalization, help you make better messaging and campaign decisions, capitalize on cultural moments, and avoid potential issues. As a result, as CMO, you can lean on both art and science to create culturally resonant, human brands that leave a lasting impression on customers and prospects alike.



About CallMiner

CallMiner is the global leader in conversation analytics to drive business performance improvement. Powered by artificial intelligence and machine learning, CallMiner delivers the industry's most comprehensive platform to analyse omnichannel customer interactions at scale, allowing organisations to interpret sentiment and identify patterns to reveal deep understanding from every conversation. By connecting the dots between insights and action, CallMiner enables companies to identify areas of opportunity to drive business improvement, growth and transformational change more effectively than ever before. CallMiner is trusted by the world's leading organisations across retail, financial services, healthcare and insurance, travel and hospitality, and more.



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