



A Consumer Marketer's Playbook: How Customer Conversations Drive Brand Fidelity

Leveraging brand intelligence to help you become hyper-relevant to your customers



Learn why CallMiner was named the Leader in The Forrester Wave™: Conversation Intelligence for Customer Service, Q3 2023



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Introduction: Modern consumer marketing starts with listening to customers

Being timely and relevant based on your customers' interests has never been more important. Today's most beloved organizations genuinely understand what their customers care about, and embrace a combination of empathy, authenticity and data-driven insights in their brand communications.

The challenge? Today's customers have access to more feedback channels than ever before. What's more, trending moments evolve at lightning speed, putting the onus on marketers to decide how and when to chime in. Not to mention, brand marketing decisions can be polarizing and divisive, so understanding your customer base is key.

Capitalizing on brand intelligence can help your organization become hyper-relevant and responsive to customers' demands, building brand loyalty and fidelity, and bolstering sales.

We'll cover the trends currently driving consumer marketing, how you can capitalize, and how AI-powered solutions can help your organization scale your brand intelligence operations – even if you have limited resources.



The current pulse on consumer marketing trends

The modern marketer's job has always been to understand and appeal to target personas, the sheer influx of data can easily send your organization down the wrong path. However, customers are more vocal and honest about their brand experiences, and readily share their unvarnished opinions on everything from personal to societal issues during their everyday conversations with your contact center agents. So, if you know where to look and how to effectively interpret this feedback, your campaigns will become significantly more effective.

Here are three of the most impactful consumer trends driving modern marketers' agendas today.

1. Consumers crave authenticity and genuine connection

Forrester's data reveals that 71% of consumers say they can relate to authentic brands and therefore want to back them, and 70% report that authentic brands give them a "stronger feeling of confidence." This confidence is everything in an increasingly competitive world, where options abound and brand differentiation is key.

In addition, customers want to feel a connection with brands that reflect their values and beliefs. According to a report from **Sprout Social**, 71% of consumers say it's important for brands to raise awareness and take a stand on social issues. Similarly, 48% of marketers say for brands to be culturally relevant, they must speak out on social issues and embrace brand activism.

2. Organizations have to own the need for speed

Today, trends and news move at lightning speed. Did you know that **TikTok** cycles through trends faster than any other source? Social platforms, from Facebook and Instagram to Twitter and TikTok deliver a never-ending stream of quick takes and consumer interactions that could immediately impact your brand.

Social media can be fertile ground for customers' feedback or feelings about brands. If organizations don't own the need for speed, they may miss out on the latest trend that may impact customers, or signals of potential issues looming beneath the surface.

3. The economy applies pressure on marketing teams to do more with less

The economic elephant in the room means most organizations have to do more with less. Your marketing department is no exception. As a result, more brands are investing in AI-based technology to scale their operations. According to the **CallMiner CX Landscape report**, 91% of organizations either have AI implemented or are in the process of implementing AI.

"Whether organizations are facing headcount challenges or simply need to scale their marketing efforts to better understand consumer demands, I predict we'll see an explosion of AI use cases to support marketing initiatives. We'll see increased adoption of technology ranging from generative AI to analytics technology like conversation intelligence that helps brands keep a pulse on customer experiences and what they care about," said Eric Williamson, CMO, CallMiner.

With these three trends in mind, let's look at some strategies you can employ to keep your marketing authentic, resonant, and in-the-moment based on what customers actually expect and demand.



What is conversation intelligence?

Conversation intelligence is an AI-powered solution that enables organizations to analyze 100% of customer interactions and feedback across every channel. This level of analysis helps brands extract key trends and insights about the customer and brand experience as well as other opportunities for marketing and business improvement. Conversation intelligence combined with analysis of other key sources of feedback, including survey data and reviews, delivers a complete picture of Voice of Customer (VoC), Voice of Employee (VoE), and more.

AI, including natural language processing (NLP) and large language models (LLM), enables organizations to extract meaningful insights from unstructured data (customer conversations and feedback) to drive action. What's unique about conversation intelligence platforms is that they marry all data from every channel into a single view to understand conversations and feedback both in real-time and post-interaction. Today, this can include conversations with virtual agents or chatbots as well.

This data includes customer interactions, as well as metadata around those interactions, including who called, date and time, etc. As a result, your organization can get a better understanding of what's going on across your customer base, because you gain a complete view of every interaction and feedback source in an omnichannel environment.

Play 1

Respond to trends with authenticity

While it can be tempting to jump on every world event, national 'X' day, or celebrity trend, remember that inauthenticity is a major red flag for consumers. Not to mention, aligning with the wrong trend could be detrimental to a brand.

Your first job as a marketing leader is to understand what's important to your customer base. From there, you can use those insights to inform how and when to respond to trends, or how to align your corporate values with a moment that might be trending among your customers.

AI-based conversation intelligence can help organizations scale their omnichannel listening capabilities. As a result, marketers can uncover trends, topics and market responses they may not have considered before, or surface compelling user-generated content to inspire campaign ideas.

As you're evaluating the latest trends, be prepared with a decision matrix to definitively decide when to participate or when to sit out. Ask yourself the following questions to develop your decision matrix:

- Is a critical mass of our customers chiming in?
- Is this trend aligned with our brand values or the values of our majority demographic? (define these in advance)
- Are competitive brands weighing in?
- What is the consumer response to brand reactions thus far?
- What is the time horizon on this trend, and will it still be timely when we are able to respond?
- Do we have the right resources (people who are aligned with a cause, infrastructure for funding charity initiatives, etc.) in place to respond to this trend authentically?

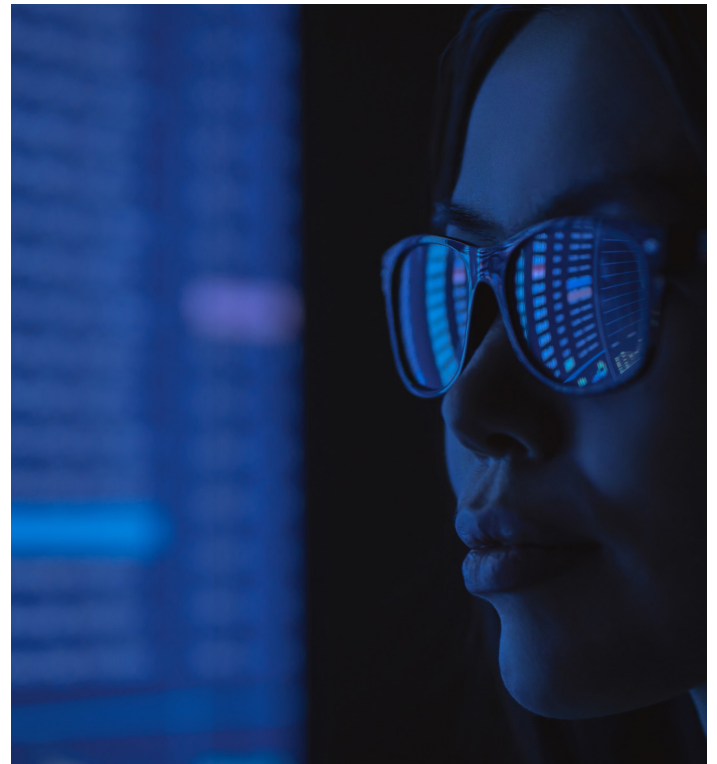
Play 2

Monitor for smoke before it becomes the fire of a brand crisis

Any crisis PR pro knows that catching early warning signals is key to containing and resolving an issue. Given the rising volumes of customer feedback via such a variety of modern channels, responding to murmurs of discontent must be a matter of when, not if.

By leveraging AI-based conversation intelligence to monitor 100% of omnichannel customer feedback across channels, you can identify areas of concern including:

- Churn-likely customer behavior
- Signals of customers in emotional or financial distress (e.g. vulnerable customers)
- Potential for product safety or recall issues
- Competitive intelligence
- Reactions or backlash to marketing campaigns and/or executive statements
- Poor reviews or negative feedback
- And more



Play 3

Tap unexpected places for marketing feedback

Many marketers don't consider the contact center as a top customer feedback channel, but they should. It's often the most common, consistent place customers interact with your brand, and not only about support issues.

For example, customers may reach out if they're confused about marketing campaigns or promotions – like after they receive a physical mailer offering a discount. Or they could give proactive feedback about offers, campaigns or areas of interest, during the course of a conversation about something unrelated that your team may never have considered.

Covering 100% of customer feedback and interactions via conversation intelligence can help you place contact center data in context of the rest of your omnichannel customer interactions. As a marketer, you can combine customer conversation, brand survey, behavioral, segmentation, and operational data for a complete view of customer and brand fidelity.

Think of conversation intelligence as a complement to traditional solicited feedback methods, such as surveys, or as an added source of data that can help you target your surveys more effectively. Ultimately, analyzing customer feedback at scale can help you design more effective campaigns, implement better personalization, and create offers that drive increased sales and retention.

Play 4

Extend the value of omnichannel feedback across business functions

Marketing and sales go hand in hand, just as sales and expansion-based customer satisfaction teams are inextricably linked. Conversation intelligence analysis can and should be shared cross-functionally to drive business improvements.

One practical way to leverage conversation intelligence beyond a single department is to map and understand the customer journey. This exercise is valuable across multiple teams (sales, marketing, product, customer service, and beyond).

Customer journey mapping can help you:

- Understand how your brand, products and services, and communications are perceived by customers
- Create opportunities for engaging customers at key pain points with content, brand interactions, and exposure
- Give your 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
- And more



Achieving brand authenticity, alignment, and trust

Authenticity, alignment, and trust are the name of the game when it comes to modern marketing. The best way to understand what your customers care about is by listening across every channel in which they're active. Here are some of the key takeaways from the playbook above.

- Consider AI-based solutions such as conversation intelligence to help your team analyze trends, customer feedback and competitive mentions more quickly and effectively at scale
- Deploy strategic decision-making to decide which trends are best to participate in vs. when to sit out
- Respond quickly to consumer issues before they become a full-blown crisis. Often the signals of a crisis are plainly accessible by analyzing omnichannel customer feedback
- Share the wealth of customer data and feedback cross-functionally to become a truly customer-centric organization, including delivering more effective marketing content and campaign development, channel optimization, and personalized messaging

Understanding your customers and responding in ways that best fit their needs can help your marketing team develop an authentic, memorable brand experience that creates safe, inclusive, and enduring customer relationships.

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About CallMiner

CallMiner is the global leader in conversation intelligence to drive business performance improvement. Powered by artificial intelligence and machine learning, CallMiner delivers the industry's most comprehensive platform to analyze omnichannel customer interactions at scale, allowing organizations 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 organizations across retail, financial services, healthcare and insurance, travel and hospitality, and more.



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