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# CUSTOMER ENGAGEMENT PLATFORM

## Features and Abilities

### But First: Who is NextBee?

NextBee is the leading marketing promotions platform for businesses with a social-media-savvy audience and the effort is driven by an ever-growing core product development group.

Our seasoned team of account managers, developers and designers will take your program from start to launch. Our metrics driven solution has full integration capabilities with nearly any 3rd party solution and to match any client's needs, we have built our solution as a cluster of programmable web services that can be configured within a short interval to build programs as unique and innovative as our clients' brands.

### Tailored Solutions for Multiple Industries

- Retail & eCommerce Stores
- B2B Solution Clients
- Health & Wellness Facilities
- Channel & Inbound Sales Teams
- HR & Talent Development Teams
- Corporate Alumni Relations
- Member Associations
- Schools & Universities
- New & Traditional Media

This document details the features and abilities which make us...

**Trusted by Leading Brands**  
**Loved by Small Businesses**



### HIGHLIGHTS OF THIS GUIDE

1. Customer Engagement Defined
2. Buzz Building Tools
3. Customer Engagement Tools
4. Robust Tracking Technology
5. Customer Engagement Activities
6. Limitless Reward Fulfillment Options

# Customer Engagement Defined

**A customer engagement program is about relationships - creating them, cultivating them and maintaining them for the long term.**

Loyalty and referrals come from developed trust and repetition. When your customers know that you care about their experience, and are willing to adapt to their changing needs, they'll return to you again and again. They'll come to rely on you to provide the products and services they view as essential to living a fulfilled life, regardless of current economic conditions, and they'll tell others about your brand too, especially if they're given incentive to do so.

**Loyalty is an active expression of the value inherent within a strong relationship.**

A robust engagement program begins with an introduction to near-endless possibilities. An announcement of the company's desire to engage their customers, get to know them better, and the willingness to provide valuable rewards in addition to a great experience.

In one of its simplest forms, an engagement program rewards users for completing certain activities. The users often receive either points towards valuable rewards, discounts on future purchases, or some sort of recognition for their efforts to complete the prescribed activities. Loyalty becomes a key part of the program since points and benefits build up over time so the user has an incentive to remain active in the program.

A robust and personalized customer engagement program augments this basic approach with activities, engagement and incentives designed to establish an emotional connection. The program recognizes important things such as anniversaries, birthdays and the date of the very first purchase.

It communicates through the preferred method of the program's user (email, app pushes, texts, etc.). It engages program user's for their opinions on new and regular features. It invites users to choose their favorite reward. It encourages the building of a community of active participants where each is eagerly acting as a brand ambassador on behalf of a company they have come to view as a friend.

**A quality engagement program is a tangible manifestation of a company's commitment to their customers.**

Everyone seeks value from their relationships. By providing what your customer's seek, and demonstrating a commitment to the relationship you hold with them, you ensure their commitment for many years to come.

# Buzz Building Tools

**Build Buzz and Expand Your Reach** through effective word of mouth channeled by social reach of your users. You will also build truly lasting connections with your community members with in-person interactions and effective group dynamics.

## Tools Include:

- Facebook Fan Gating
- Facebook Wall Post
- Facebook Member Message
- Facebook Connect
- Single Sign On
- Facebook Application Tab
- Facebook Profile Data Sharing
- Twitter Post
- Automated Facebook Post on User's Wall
- Automated Twitter Post on Users' Wall
- Contact Importing from Gmail, Hotmail, Yahoo, and Outlook
- Post on LinkedIn
- Post on Pinterest
- Referral Widget on Product Pages (with product specific messages)
- Order Confirmation Page Invite Overlay
- Email Blast with Ready to Use Invite Links
- Email Blast with Facebook and Twitter Share
- Facebook Open Graph Actions Integration
- Choice of Referral Message for Users
- Ability to Have Franchises or Employees as Promotion Partners
- Printable Referral Coupons
- Member Club Id for Special offers and Discounts
- Customer Specific Referral Messages

# Customer Engagement Tools

**Truly Engage Users** with a solution which does not simply stop at getting the most users to join, but gets them involved! NextBee's specialized solutions increase repeat uses, rewards traffic, engages customers with shareable offers, autoresponders, limited-time offers, dynamic leaderboard widgets and much more.

## Tools Include:

- Single Sign On with current website account for auto registration
- Credits for Past Orders and Activity
- Credits tied to Total Life-cycle Engagement
- Reward Points Moniker as Website Header
- Integration with the order confirmation page and notifications
- Invite Links with preconfigured account access
- Autoresponders for users with pending credits
- Autoresponders for newly active users
- Autoresponders for dormant users
- Website Banners and Smart Widgets
- Integration of Referrals with Reviews Widget
- API to get Current Credits to Place in Invoice Slips
- Leaderboards
- Silver, Gold, Diamond Customer Levels
- Segmented Customer List with VIP Club Offers
- Instant Rewards for Participation in the Campaign
- Weekly Account Reactivation Credits
- Everyday Lucky Winner
- Customer Social Profile Integration
- Customer Service Agent Bonus Points
- QR codes for bonus rewards in shipping boxes
- Personalized 'What is New' Notifier for Each Customer
- Personalized 'What is Popular' Notifier for Each Customer
- Notification to Account Managers on Inactivity or Dormant Customer

# Robust Tracking Technology

**Detailed Tracking** every program we run is mobile friendly and responsive, so users can easily share regardless of device. Track every customer engagement activity, no matter where the activity occurs - offline, online, and even through phone sales.

## Tracking Options Include:

- Order Tracking from Shopping Cart
- Subscription Payment Tracking from Paypal
- Bonus Points For Specific Products
- Points for Post on Facebook
- Points for Post on Twitter
- Twitter Hash Tag Tracking
- Daily Limits on Points
- Promotions Partner Account Tracking
- Tracking of Comments and Reviews
- Special Double Points Weekend
- Promotion Channel Specific Offer
- Customer Profile Specific Offer
- Product specific bonus points
- Two Step Conversion Tracking (Free Trial)
- CRM sales based tracking
- Facebook Like Tracking
- QR Codes and Smart Phone Bar code scanners
- Integration with POS Systems Data
- Customer Visit Tracking for Particular Pages of Site
- Games (e.g. Crossword puzzles) Performance Tracking
- Photo Upload Tracking
- Quiz Performance Tracking
- Team or Customer Group Specific Tracking
- Offline Sales Tracking
- Ad Hoc Credits for Points Upload
- Tracking Data from Affiliate Network Links
- Member Club Id Based Tracking
- Referral Recipient Reported Data Tracking

# Creative Customer Engagement Ideas

As can be seen from above, there are many tools that can build buzz, drive customer engagement and allow complete control over seeing what's working and what's not. All of these tools can be combined with activities that bring everything from new business, increased brand awareness and drive customer retention and loyalty.

Even with great tools like those which NextBee can offer, it still begs the question, "What are some ideas which can best engage customers?" Below, we outline proven ideas – and then discuss why each customer engagement strategy works.

## **Involve, Interact, Intimate, and Influence**

The first activity is for you. You must start with these four goals: involvement, interaction, connection, and influence. You involve your customers in the process through every communication channel from email to survey to social. Doing so leads to interaction and involvement and builds a level of connection that is similar to that of a good friend. When you achieve these four objectives, you reinforce long-term engagement, loyalty and advocacy towards your business.

## **Offer Customers an Experience**

Every customer need to be made to feel important. Customer engagement and customer experiences are completely linked; you cannot have one without the other. Nothing delights a customer more than attaching a personal feel to the customer experience. For instance, if a customer buys from you for the first time, send them out a personal message and then perhaps another one on their customer anniversary. Additionally, make sure customer service agents are empowered to be "human" and relatable when handling customer queries and complaints. This is part of what made Zappos and amazing company, they put the customer first on delivering exactly what they needed and how they needed it.

## **Deliver Consistently Excellent Customer Service**

Speaking of customer service, it's important to note that every contact you have with a customer influences whether they'll come back to you. According to the Institute of Customer Service, 63% of customers would buy from a retailer again after receiving good service from a member of staff.

Customer engagement is driven by fantastic customer service since each interaction plays a key role in helping customers develop active relationships with a brand – a key component for engagement to occur and sustain.

# Creative Customer Engagement Ideas (continued)

## **Engaged Employees = Engaged Customers**

Don't employ people for their high-pressure sales skills. Instead choose team members who are friendly, enthusiastic and genuinely passionate which makes it easier to build a rapport. Every staff member must play a part in building customer engagement. Use an employee engagement platform that's combined with your customer engagement platform so employees can be given kudos from teammates and bosses, they can refer solid candidates to the company, they can be rewarded for completing training and you can retain the most engaged employees. All of which will lead to a stronger and more positive impact on your customers.

## **Personalize to Engage Customers**

There are so many opportunities on the horizon for personalization, from mobile exclusives to geo-located offers to better segmenting and more. Personalization can not only increase sales by 19%, but also drive up customer engagement. Already, 75% of consumers like it when brands personalize messaging and offers. The lesson is clear: in this era of personalization, delivering messages to your customers that are targeted to their interests and needs is a requirement, not an add-on.

## **Create A Dialogue**

The digital era has led to consumers having very limited attention spans. It's imperative therefore, to use proven methods for engaging them. Our tools above drive this approach and enables a company to go from simply having one-directional conversations to creating multiple two-way engagements that are more fulfilling to consumers.

The aim of customer engagement is to develop a mutually beneficial, ongoing relationship between a customer and a brand.

## **Give Customers the Chance to Become Brand Advocates**

In the early days, companies relied on their most engaged customers to act as brand advocates. But, ultimately success comes from getting all elements of the customer engagement right and giving them the means to share this positive experience with others. Doing so transforms customers into brand advocates and has two benefits: it attracts and engages new customers and increases engagement levels among existing ones. Encourage your customers to make this change by providing them with opportunities and incentives (see below for our near limitless reward fulfillment options).

## **Create a Complete and Connected Customer Journey**

As society moves forward, we'll continue to see a convergence of the digital and physical worlds. Today's customer can easily navigate between a retailer's website, social media streams, smartphone app and bricks and mortar stores seamlessly, and expects the brand to keep up. Use this to your advantage with custom engagement apps that follow and focus on the complete customer journey – only then can you create the complete and connected experience that they expect and deserve.

# Limitless Reward Fulfillment Options

**Easy Limitless Rewards & Fulfillment** - NextBee Offers utmost flexibility in reward choice. Through partnerships with many fulfillment channels, we can offer near endless options. In all cases NextBee manages the entire fulfillment process so there will be no fulfillment effort required from clients.

## Options Include:

- Store Coupon Codes
- Store Credit
- Account Levels (Silver, Gold, Diamond)
- Third Party eGift Cards
- Amazon On-Demand Gift Card
- Member VIP Card with Differing Credit
- PayPal Cash Reward
- Walk in Reward Fulfillment
- Daily/Weekly/Monthly Lucky Winner Reward
- Highest Points Winner Reward
- Leaderboard
- Visa Gift Cards
- Gamification with Redeemable Reward Tiers
- Social Recognition Badges
- VIP Member Only Access
- VIP Special Offers and Discounts
- Customer Tagging
- Expiring Reward Points
- Virtual Cash with Branded Reward Points
- Facebook Credits
- Re-marketing Tags Data Integration Based on Customer Profile
- Limit on Rewards Issued to a particular customer
- 1099 Form Handling for Cash Rewards
- Store Coupon Codes

# Conclusion

## Final Thoughts | Contact Information

This quick guide has covered a quick overview of features, ideas and tools which NextBee offers for its Engagement Platforms but it truly just scratches the surface of what our company of developers can do.

One added feature and ability that may not be conveyed easily with this guide is that NextBee's entire team is dedicated to providing the best in customer service and works tirelessly to ensure your company's success. From day one we work with the best practices you need to incorporate for driving greater engagement and garnering a stronger ROI.

If you find you still have questions and want to learn more we have several paths you can follow:

- 1) Request an Information Session / Personal Demo from our site [info.nextbee.com](http://info.nextbee.com)
- 2) Subscribe to our YouTube channel at <http://bit.ly/NextBee-YouTube>
- 3) Give us a call! (800) 547-1618

### Trusted by Leading Brands - Loved by Small Businesses



#### Robust Analytics

Benefit from robust and in-depth analytics, all of which are based on user segments and KPI optimizations, so you can quickly make adjustments for getting the best ROI from your program.



#### Personalization

By using our Smart Rules System, which is based on profile attributes, engagement levels, earned incentives, and much more, you are able to personalize activities and incentives for your end users



#### Solution Suite

A complete engagement, advocacy, & social promotions solution suite. Our experience allows you to quickly overcome normal development obstacles & offer a unified branded experience covering every interaction you could want.