

Top 10 tips for customer engagement

At EA Technology, we are keen to share our wealth of customer engagement experience and expertise with you – and so we have collated a ‘Top 10 tips for customer engagement’.

1. Use BAU know-how

Look at how other businesses in other industries engage with customers. Can you build on Business-As-Usual processes adopted by other companies and tailor them, for your own project?

2. Working as a team

Draw on expertise from your project partners; they are your best asset! As with most research, there will be bumps in the road, but having the right partners and applying their combined knowledge with your own can lessen the impact of these.

3. Use your Plan

Have a customer engagement strategy which outlines the projects’ fundamental philosophy to engagement, and use it! Tactics may need to change, but the strategy should be upheld throughout – stick to your principles! Key messages for customers may need to change as the project progresses, but keep your approach consistent.

4. Learn to adapt

Remember that real trials require real customers, and real customers demand a degree of flexibility. People change jobs, relocate, move home and situations can change. Be mindful that your well-thought out plan may need to be flexible over time, particularly if the trial period is over a year. Make sure the fundamental principles of your engagement strategy can cope with this.

5. Create your own community

Foster a virtual ‘community’ environment amongst those taking part. Our trial participants are pioneers on a journey together – why not share the journey together?

6. Trust

You’ve built up trust with customers, so work to keep it! Be clear, honest and consistent. Technological challenges in research often bring about communication challenges too. Keep customers updated with progress, remind them of their value to the project and stay positive.

7. Weigh up your options

So you’ve recruited to your trials; can you afford to continue engaging with your customers? Weigh up the value in keeping communication channels open and how it can help you achieve your goals. Keeping in touch can be key in capturing learning from customers’ experience and behaviour, and in maintaining ‘good will’ throughout the project.

Project leads



Project partners



My Electric Avenue has received support from Ofgem through the Low Carbon Networks (LCN) Fund.

8. Manage customer expectations

Be honest and flexible; offer as much information as possible on progress and timescales. Where change is happening, stay positive and adapt communications to different customer groups or individuals. This is true for customer recruitment, but equally as important for continued engagement!

9. Tailor solutions

Remember that every project and every customer is different. One size is unlikely to fit all; be willing to flex and adapt. Be willing to 'think outside of the box' and find solutions to suit particular customer needs, within project constraints of resource, time and budget.

10. Keep saying 'thank you'

Remember that in many projects, ongoing involvement by the customer is key to a project's successful delivery. Wherever possible, thank customers for their commitment, and valued presence in the trials.

How can EA Technology help you?

Partnership brokering and management

Identify and engage project partners at bid stage; managing those partner relationships throughout project lifecycle.

Customer engagement and recruitment management

From inception to completion we'll manage and report on the whole project view of recruitment of customers for trials or other activities.

Dissemination management

Ensure the right messages and project outputs reach the right audience to maximise project and organisational impact.

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