DATA-DRIVEN CUSTOMER ENGAGEMENT
A SYSTEMATIC LITERATURE REVIEW STUDY

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KNOWLEDGE IN ACTION

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Introduction

Customer Engagement refers to the interactions, experiences, and connections that customers have with a brand or business. Data-driven customer engagement shifts this approach by using insights gained from data analysis to create more informed and individualized interactions. The goal is to create personalized and targeted interactions that resonate with individual customers, increasing the likelihood of positive engagement outcomes

ENGAGEMENT

DATA-DRIVEN

PERSONALISED
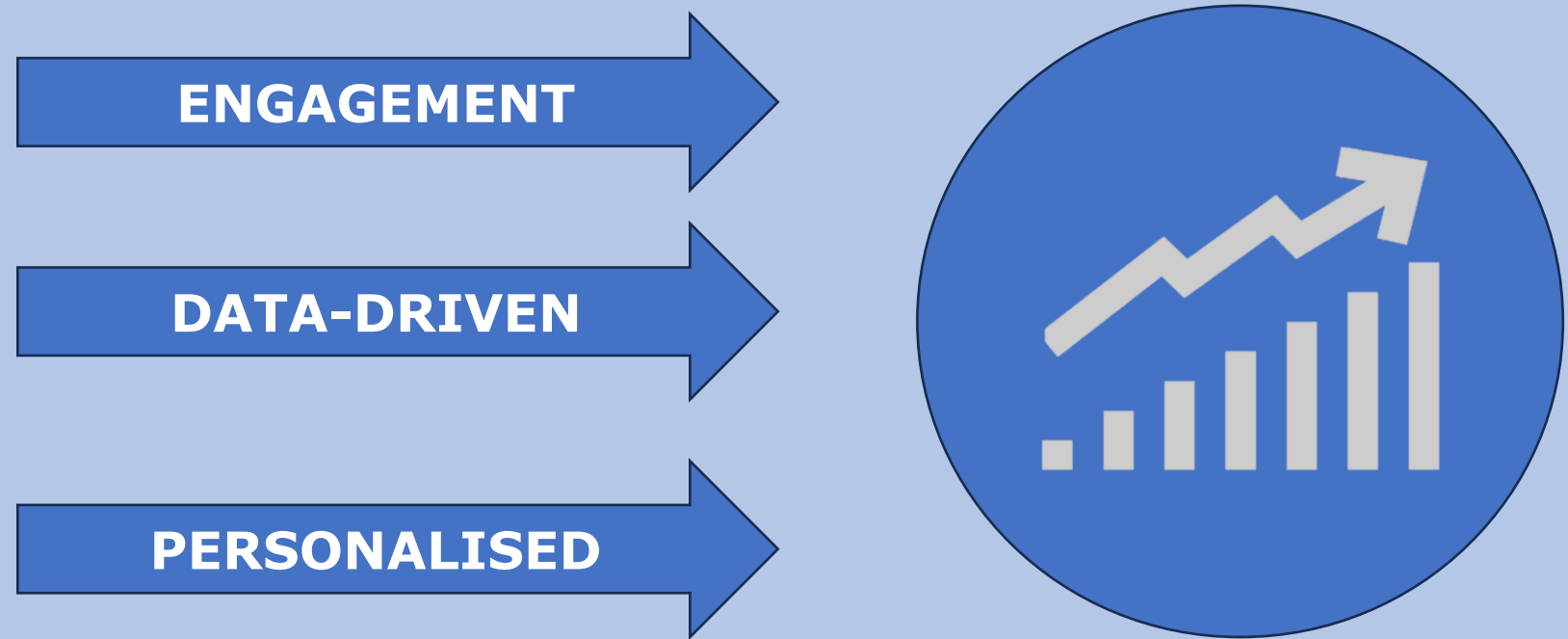
Research Objective

"To examine how relevant customer experience and engagement be attained and understood through data."

Methodology

A systematic literature review was conducted on 80 articles

Figure 2: Number of Studies by Years of Publications on how Customers Have been better engaged through Sophisticated Data-driven Engagements

Findings

Optimally engaging customers depends on how well enterprises make use of data generated through such engagements.

Satisfaction
Data
Engagement   Loyalty

Recommendations

Optimally engaging customers depends on how well enterprise make use of data generated through such engagements.

Conclusion

Enterprise needs to focus on analysing the satisfaction derived from their products.

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