



Top Digital Engagement Trends in 2020

Did you know Inventor Arthur C. Clarke [predicted](#) that in 2020, we'd live in flying houses? The future can be very difficult — if not impossible — to predict. Instead of relying on speculation or fads, successful brands act on long-lasting, data-backed trends in a way that matches their brand purpose. These purposeful, focused, and salient brands also command a [14-percent higher price](#) than the average brand — well worth the effort.

Here at Khoros, we have the benefit of working with more than 2,000 global brands on their digital marketing, care, and community strategies, and we've aggregated that experience into top trends every brand should know in 2020. Let's take a look!



Customers expect personalized experiences

[Eighty percent of customers](#) are more likely to purchase a product or service from a brand that provides personalized experiences. Authentic and curated customer relationships have moved from being aspirational to essential, and their importance will only grow. Solutions like [Khoros Marketing](#) help brands gain a holistic view of their marketing for each customer and deliver the personalization they expect.

[To learn more customer expectations, read this Forrester Consulting report.](#)



Gen Z are the gatekeepers of brand success

Gen Z command [40 percent of consumer shopping](#), but their power extends beyond their own wallets: With [82 percent of parents](#) saying their Gen Z offspring influence household spending, this generation can't be ignored. It's widely stated that Gen Z'ers have an [8-second attention span](#), but really, they have an 8-second filter. In 2020, brands must ensure they deliver an excellent customer experience for this discerning demographic.

[For more Gen Z buying habits, read our blog post.](#)



Online consumers value peer feedback above all

Interestingly, if two products have similar ratings, [consumers are more likely](#) to buy the product with more reviews. This goes to show the immense power of peer feedback in today's market. Consumers trust each other more than brands, and in 2020, more brands will encourage and capitalize on peer feedback with solutions like [online communities](#). One way to increase community engagement is to apply extrinsic motivation strategies like gamification.

[To drive more community engagement, watch our recorded webinar.](#)



Internal silos are short-changing brands

Eighty-six percent of brands believe it is important or very important to develop customer engagement strategies across functional departments, but only 40 percent believe they currently do it. Breaking down silos begins with developing a shared purpose, and in 2020 more brands will create avenues to streamline their customer-facing teams to provide a better customer experience.

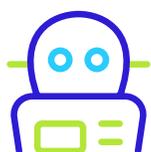
For the full-scoop on busting through silos, read our [whitepaper](#).



Brand authenticity drives customer loyalty

Eighty-six percent of people say that authenticity matters when deciding the brands they like and support. Being authentic means consistently speaking to and delivering on your brand's core values. In 2020, brands must look inside to better understand and convey their purpose. Some great ways to show your purpose include featuring employee spotlights and office events publicly.

To learn how to build an authentic brand, read our [blog post](#).



Automation is here to support, not replace, agents

Great customer service requires human interaction, and always will. Although headlines of job-stealing machines garner the most attention, 65 percent of workers view AI as a way to free employees from menial tasks and 72 percent of decision-makers say it will enable workers to do more meaningful work. Some key ways to support agents with AI include using bots to retrieve information for agents and answer general questions for them.

For more actionable AI strategies, read our [ebook](#).



Messaging is the preferred support channel — for consumers and brands

Eighty-one percent of customers are frustrated by being tied to a phone or computer to wait for support. Messaging allows customers to start, stop, and resume support around the pace of their life — no wonder that the majority of customers prefer contacting support through text messaging over all other channels. Brands must invest in messaging in order to emerge as leaders in customer support for 2020 and beyond. A product such as [Khoros Messaging](#) enables both real-time and anytime conversations for improved customer satisfaction.

To learn more about messaging, read our [whitepaper](#).



Influencers have overtaken celebrities

Influencer marketing, comprised of social media models and personalities, is the fastest-growing online customer acquisition method, and it's no wonder, with 70 percent of teens trusting influencers more than traditional celebrities. In 2020, more brands will invest in influencers and reap the rewards. If your brand is one of them, you could earn \$6.50 for every dollar spent. And even if you're unable to hire influencers, you can find them and leverage their voice with the right technology.

For more on the impact of influencers, read our [blog post](#).



Crises pose greater risk than ever before

A crisis for a brand can be any damaging or negative event that has the possibility of throwing the company's objectives, reputation, and viability into turmoil. And while brands are aware of the disastrous effects crises can have, such as a long-term decline in sales, data shows they are underprepared, with only [38.7% of brands](#) very confident in their organization's overall ability to manage a potential crisis. One helpful tip is to make sure you've created an expanded staffing/resource plan for social media volume spikes.

[To learn how to prepare for a crisis, read our tipsheet.](#)



Responding to online feedback improves brand trust

[Seventy-eight percent of online consumers](#) say that seeing a management response to an online review makes them believe the business cares more about them. Of course brands love responding to positive feedback, but many are hesitant about addressing negative feedback. There is no risk to this: Responding to negative reviews [increases rating scores overall](#). Negative feedback doesn't just live on review sites, so it's vital for brands to monitor and respond to feedback on social media with a solution like [Khoros Care](#).

[For all the details on handling negative feedback, read our blog post.](#)



Customer feedback is driving innovation

Your customers will tell you what they want from your product — you just have to have the courage and the tools to listen. We see successful brands increasingly relying on the voice of the customer to inform their roadmap and drive innovation. For example, Autodesk created a superuser program for its community that recognizes and involves longtime users in product innovations. We'll see more organizations in 2020 thoughtfully implement customer feedback in order to create a more intuitive customer journey.

[To learn more about customer innovation, read our Autodesk case study.](#)

How Khoros can help

Digital engagement is a rapidly evolving space that requires proven technology — and expertise — to thrive in. With 2,000+ brands using [Khoros](#), including more than half of the Interbrand 100, our software powers approximately 500 million digital interactions every day. From social media to online communities and messaging to digital customer care, Khoros helps companies authentically connect with customers throughout their journey.

To learn more digital engagement trends, read the Forrester Consulting Report: Getting to Know Your Customers.

[Read the Forrester Report](#)