Drive Digital Engagement Through Five Stages

STAGE ONE
Build Awareness Of Your Digital Experience
A person can’t engage with a digital experience (DX) if they don’t know it exists, even if it’s sitting right in front of them. That’s why awareness is a key goal, to inform and educate customers about your DX. It’s helpful to consider a number of factors when thinking about how you’ll engage your customers:

- **Stage:** What stage of their journey are your customers at? This will help you understand where and how they are likely to be engaging with your DX.
- **Context:** Are they engaged with your DX on a mobile device or desktop? Consider how these different contexts impact the types of experiences and information that are most relevant.
- **Channels:** Which channels are most appropriate for engaging customers at each stage of their journey?

STAGE TWO
Encourage Adoption By Showcasing Value
Customers will only adopt your new DX if they understand what’s in it for them. Here are some tips on how to encourage adoption:

- **Showcase Value:** Clearly communicate the benefits of your DX, and how it addresses customers’ needs and expectations.
- **Leverage Context:** Use context to reduce cognitive load and make experiences more intuitive.
- **Monitor Adoption:** Track adoption metrics to see if your efforts are paying off.

STAGE THREE
Create Comfort Over Time
The more an experience is designed with customer emotions in mind, the faster and more frequently adoption will occur. To create comfort over time, consider:

- **Emotional Engagement:** Understand what emotions your customers want to feel when interacting with your DX.
- **Inclusive Design:** Employ inclusive design, which considers a person’s gender, the context of use, physical capabilities, and more.
- **Measure the Value:** Ensure that the experience gives customers the right feeling.

STAGE FOUR
Spur Use By Delivering On Your Promise
To spur use, you need to deliver on your promises. Here are some tips on how to do this:

- **Measure the Value:** Continuously measure the value you deliver to customers.
- **Deliver on Your Promise:** Ensure that your DX meets customers’ expectations and needs.
- **Provide Assistance:** Offer support and resources to help customers use your DX more effectively.

STAGE FIVE
Deliver Consequence... And Ensure That's The Right Feeling
None but us can publish customer experiences. There aren’t miles, or even scores, to measure. Let’s see how we can deliver the promise of your DX.

- **Lesson:** Learn from your customers’ feedback to improve your DX.
- **Personalization:** Use personalization to provide a more tailored experience.
- **Measure Consequence:** Measure the emotional response of your engagement metric.

Recommended Resources
How To Scale Digital Accessibility

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