

# Welcome to Customer Experience Management



**Ignite Your Brand. Engage Employees. Influence Customers.**

The MotoFuze Customer Experience Management (CEM) system enables your employees to become social advocates for your brand. By recognizing the power your employees have in the digital marketplace and by leveraging their enthusiasm for your brand, you will see increased engagement across your online platforms and internally to improve customer experience and increase bottom line.

## The Power of Engagement

CEM is more than just talking to your customers. It is a way of engaging your customers with relevant content that is appealing and interesting to them. By providing value-added content, the MotoFuze system give you a way to reach your customers in a meaningful way. They are seeking value, and the professionally-curated, relevant content you provide will give them something to come back for.

The content you provide for your customers will keep you front-of-mind, and even though a customer may not currently have the need for a new car or a tune-up, your continuously updated content will serve as a reminder that you are the go-to dealership when that time comes.

## The Power of Social Advocates

Your social advocates are your voice, and you see them and work with them every day. They are the employees in your dealership who have networks full of followers. Their reach extends far beyond the reach any single dealership could have. In fact, employees have TEN times more followers on social sites than their corporate counterparts. Wouldn't it be nice to be friends with your employees' friends?

By engaging your employees and encouraging them to share their excitement for your brand, you will not only see increased reach online, but you will also notice your employees becoming more productive. Employees who are engaged with their brand and their business are twice as productive and end up generating up to 80% of your

customers' overall satisfaction. These are the employees you want speaking up for you!

With the MotoFuze CEM platform, your employees will be given the voice they want to have, and they will be given the tools they need to connect, communicate, and grow your customer base—all while sharing content they enjoy.

It's no secret that consumers are more likely to buy products based on the recommendations of friends and acquaintances, and it is important to keep in mind that word of mouth—or "word of Web"—is a fast-moving information funnel that is continuously changing the landscape of marketing. When you encourage your employees to interact and share your brand online, you will gain valuable marketing assistance from the strongest proponents of your brand—your engaged employees.

## Igniting Your Brand Advocates

The CEM platform at MotoFuze will help you engage your employees. If you ignite your brand advocates and empower them to propel your business forward, they will in turn engage and influence their followers. The increased engagement your brand sees will be a direct result of the connections you and your brand advocates have cultivated.

