Building Fan Engagement
How to Turn Customers into a Culture of Raving Fans

When a company connects emotionally to its customers by offering personalized, unique experiences, then the alchemy happens, and customers become loyal fans. Because what you do and provide matters to people. Creating trust, making people feel good, confident and connected to something bigger.

So how can a business use its digital resources to turn happy customers into raving fans?

Differentiated fan engagement happens at the intersection of brand equity, unforgettable experiences, and value creation

BRAND
- Fan management
- Communication
- Commercial partnerships
- Business intelligence

VALUE
- Fan identity
- Real time data and analysis across your customer experience journey
- Fan engagement
- Localization

EXPERIENCES
- Apps
- Social Media
- Digital Store
- Gamification
- Content
- Customer Analytics

Show up where your customers are and make the difference

1. Start with your customer experience
   The success of the business rests on how well it creates value and serves the needs of the customer across all physical and digital channels.

2. Learn from customer behavior
   Take advantage of the wealth of insights available through social media and all digital channels, or learn through better integration and analysis of your existing customer data.

3. Service your customers in smarter ways
   Use technology to personalize unforgettable experiences for your customers and create deep emotional interactions.

4. Transform the relationship
   Use new technologies, such as mixed reality, artificial intelligence, advanced analytics and the internet of things, to transform how you interact with your customers and how they experience your people, products and services.

5. Change customers' lives
   When you focus on high-value activities, you can create breakthroughs in the daily lives of your customers.

Empower organizations to achieve more by accelerating the value imagined and realized from their digital experiences

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