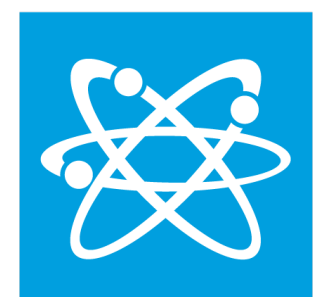




Define Your Chamber's Customer Experience

How technology, communication and a focused approach can
help you reach your goals

A Webinar by

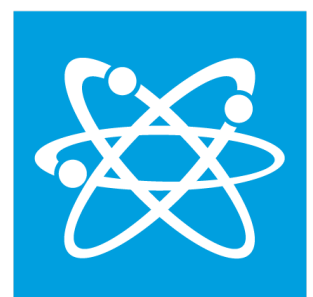


voyagernetz

Goals of This Webinar



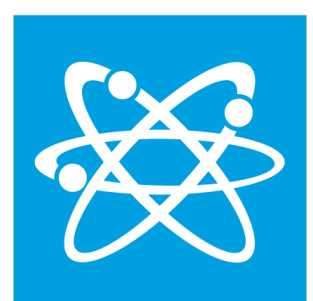
- ★ Understand Moving Trends of Customer Experience
- ★ Work through the 6 Fundamental Components of The Chamber Customer Experience
- ★ Learn to **Drive Visibility, Business Opportunity, and Engagement** while optimizing Chamber Functionality





Hanz van Aardt

President & CEO

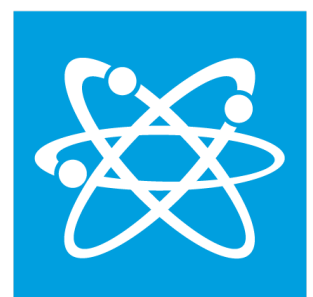


voyagernetz

The VoyagerNetz Purpose



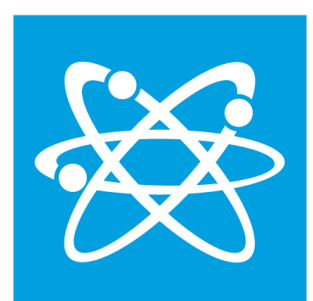
“VoyagerNetz' purpose is to empower even the smallest of businesses to deliver delightful experiences to their customers in order to make an ever increasing positive impact on their communities and on the people they serve.”



voyagernetz



Technology And Customer Experience



voyagernetz

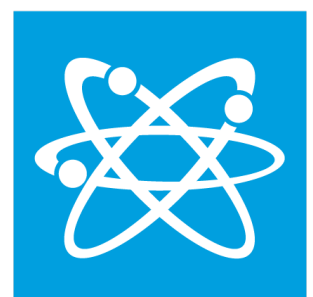
“Being recognized as the resource that businesses rely on to connect and thrive”

“Actively engage our members and the community to drive growth in our regional economy”

“Provider of education and advocacy services that form a mission-critical catalyst for business success”

“To partner with you on your journey for personal growth and business opportunity”

“Creating Connections”



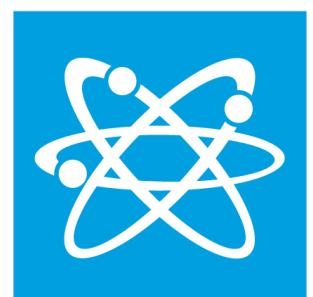
voyagernetz



Shifts in Consumer Preferences



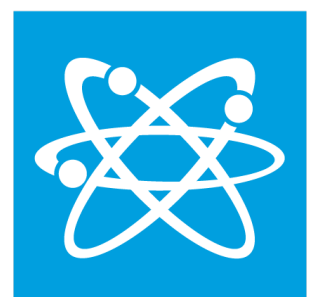
- 25.5% of respondents listed convenience as the deciding factor in where they choose to give their business
- 90% of consumers say they are more likely to return again, 61% of consumers say they are likely to spend more at a location and 65% of consumers say they are likely to spend more online with a brand — all if they have a positive experience
- Every respondent acknowledged that they are willing to switch brands. It is up to in-location **experience providers** to make customers so loyal that they don't consider abandoning their brand



Shifts in Consumer Preferences

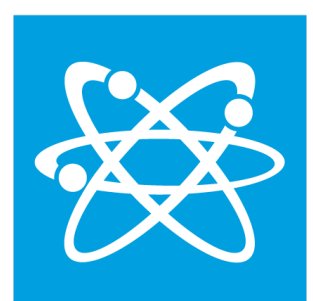


- Prior to Covid-19 over **75%** of the population purchased less than half of goods/services from locally owned businesses.
- During Covid numbers decreased, BUT the same study showed that **53%** of people **WANTED** to purchase locally but could not due to either personal or pandemic related reasons.
- 53% jumped up to **68%**, who following the pandemic will be **more likely to** purchase from locally owned options. And another **30%** said that they will **purchase more** from locally owned businesses than they did before.
- And their main reason:





“I want to Support My Local Community”

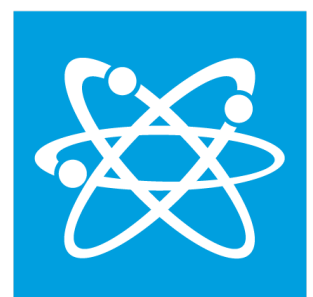


voyagernetz

Shifts in Consumer Preferences Communication



- 79% of individuals prefer live chat over phone interactions
- 42% of businesses incorrectly think customers prefer phone support
- 53% of US online adults will abandon online experiences or switch to another option, if they do not find quick answers through messaging
- Live Chat has the highest consumer satisfaction rate at 92%
- “Interestingly, although Millennials may be most comfortable using customer service channels like chat, we find that the older you are, the more satisfied you are with a chat interaction. In fact, satisfaction with chat is highest among Boomers.”



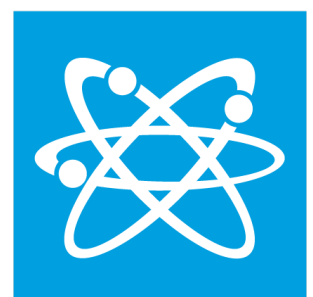
voyagernetz

Shifts in Consumer Preferences

Communication



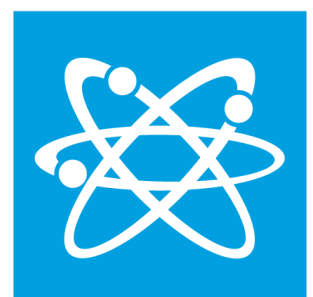
- 90% of consumers expect a digital messaging portal for customer service
- Customers tend to give more preference to companies who have a mobile-responsive customer support portal and provide help through more than **3 different communication** channels
- 68% of companies expect advanced mobile messaging apps to play a highly important role in online consumer marketing within five years
- 56% of organizations say their mobile messaging apps perform well for improving customer engagement



voyagernetz

Chamber Industry

- You are all Overworked, Understaffed, with No Room on Your Plate
- 3 Distinct Customers:
 - Members: Individuals and Businesses
 - Business Community
 - Community at Large
- 6 Fundamental Components



voyager**netz**





Visibility:

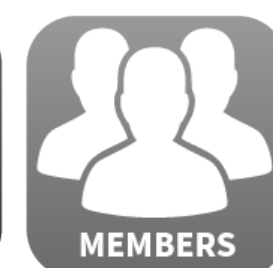
- Utilizing Social Media
- Building Your Brand
- Focused Content Choices

Business Opportunities:

- Quality and Quantity
- Balancing the ASKs and the ANSWERS
- Driving Business Opportunity for Your Members

Engagement:

- Are You Reaching ALL 3 of Your Audiences
- How Are You Promoting Your Members' Events



How Can Technology Help?



- Drive Visibility for Events
- Posting + Sharing in Procedures
- Best Tool for Promotion
- Easy Registration
- Clear Communication

Visibility:

- Do People Know?
- Marketing + Content Development
- Current Member = Advocates + Recruiters
- Reach Siloed Members + Industries

Business Opportunities:

For Chambers

- Drive Value to Drive Revenue + Membership
- Group Sponsorships

For Members

- Relationships/Networking/Referrals/Individual Brands

Engagement:

- Deeper Connections + Relationships
- Self Sustaining Customer Experience
- Do you have the right groups?



How Can Technology Help?



- Drives Visibility for Events
- Posting + Sharing in Procedures
- Best Tool for Promotion
- Easy Registration
- Clear Communication



- Website + Social Media to Communicate your Groups Work
- Requests for Information
- Is it easy to contact you?
- Accessible + Responsive

Visibility:

- What Makes You Unique?
- Find Your Competitive Advantage
- Reinforce Your Brand

Business Opportunities:

For Chambers

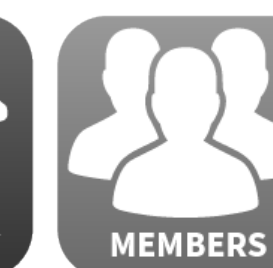
- Non-Dues Revenue
- Affinity + 3rd Party Opportunities

For Members

- The Power of the Many

Engagement:

- Hear their needs
- Advocate for those needs
- *Find Solutions*



How Can Technology Help?



- Drives Visibility for Events
- Posting + Sharing in Procedures
- Best Tool for Promotion
- Easy Registration
- Clear Communication



- Website + Social Media to Communicate your Groups Work
- Requests for Information
- Is it easy to contact you?
- Accessible + Responsive



- Facilitate Exchange of Services
- Clarity of Website
- Quick Engagements
- Comprehensive + Responsive

Visibility:

- Set Up Channels for Existing Content
- Become the Hub
- Create Content

Business Opportunities:

For Chambers

- Resource Leadership Drives Value
- Expanded Social Media Content to Increase Customer Base

For Members

- Expanded Platform + Visibility

Engagement:

- If you are relevant - they will engage



How Can Technology Help?



- Drives Visibility for Events
- Posting + Sharing in Procedures
- Best Tool for Promotion
- Easy Registration
- Clear Communication



- Website + Social Media to Communicate your Groups Work
- Requests for Information
- Is it easy to contact you?
- Accessible + Responsive



- Facilitate Exchange of Services
- Clarity of Website
- Quick Engagements
- Comprehensive + Responsive



- Technology Combats Stagnation
- Updated Website
- Effective Posts
- Streamline/Universalize/Centralize
- Responsiveness + Functionality

Visibility:

- Advocates for the Business Community
- Engage with the Greater Community
- Know Them. Love Them. Connect with Them.
- Promote Community Partners + Events

Business Opportunities:

For Chambers

- Gain Community Clout
- Increased Audience for Broad Opportunities

For Members

- Connecting to their Customers

Engagement:

- Increased Attendance + Involvement
- Serve the Well Rounded Person



How Can Technology Help?



- Drives Visibility for Events
- Posting + Sharing in Procedures
- Best Tool for Promotion
- Easy Registration
- Clear Communication



- Website + Social Media to Communicate your Groups Work
- Requests for Information
- Is it easy to contact you?
- Accessible + Responsive



- Facilitate Exchange of Services
- Clarity of Website
- Quick Engagements
- Comprehensive + Responsive



- Technology Combats Stagnation
- Updated Website
- Effective Posts
- Streamline/Universalize/Centralize
- Responsiveness + Functionality



- Platform for Visibility of Initiatives
- Friendly + Easy to Navigate Website
- Responsive to Inbound Community Requests
- Simplify Platforms for Universal Appeal
- Communicate on their Terms

Visibility:

- Biggest Advocates
- Greatest Resource
- Traveling Billboard OR Traveling Critics
- Empower/Equip/Incentivize

Business Opportunities:

For Chambers

- Take Care of your members to drive Chamber Success

For Members

- Promote Individuals + Businesses
- Brand Recognition + Validity for Small Businesses

Engagement:

- Two Way Street
- Asks + Answers



How Can Technology Help?



- Drives Visibility for Events
- Posting + Sharing in Procedures
- Best Tool for Promotion
- Easy Registration
- Clear Communication



- Website + Social Media to Communicate your Groups Work
- Requests for Information
- Is it easy to contact you?
- Accessible + Responsive



- Facilitate Exchange of Services
- Clarity of Website
- Quick Engagements
- Comprehensive + Responsive



- Technology Combats Stagnation
- Updated Website
- Effective Posts
- Streamline/Universalize/Centralize
- Responsiveness + Functionality



- Platform for Visibility of Initiatives
- Friendly + Easy to Navigate Website
- Responsive to Inbound Community Requests
- Simplify Platforms for Universal Appeal
- Communicate on their Terms

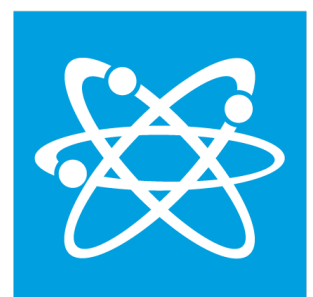


- Develop Individual Profiles
- Utilize Existing Networks in Social Media
- Clear Web Strategy + Infrastructure
- Preemptive + Reactionary in Crisis
- Communicate with Members in their Preferred Channel

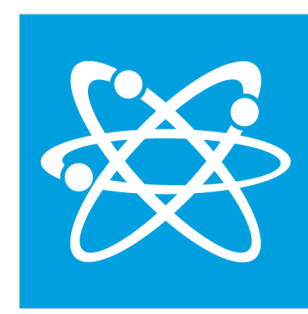


Define Success

- 1** It's All About Customer Experience
- 2** Remember Who You Are
- 3** Technology and Communication Are Your Best Assets

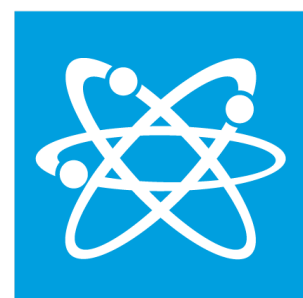


voyagernetz



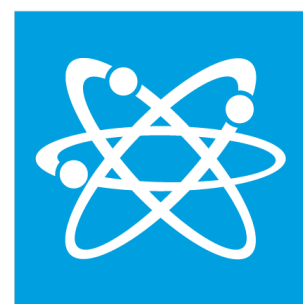
voyagernetz





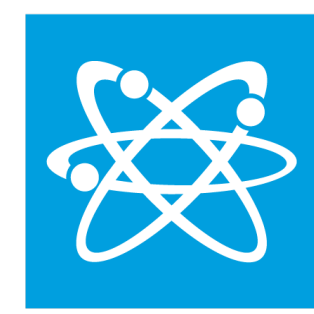
voyagernetz





voyagernetz





voyagernetz



Enter into our Prize Drawing + Test VoyagerNetz Engage:
Text Your Name + Chamber to **708.797.9681**

Define Your Chamber's Customer Experience

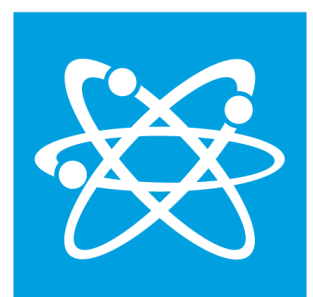
How technology, communication and a focused approach can
help you reach your goals

Q & A

Any future questions?

Text: 708.797.9681

A Webinar by



voyagernetz