Customer Engagement

Driving compliance through customer engagement
Contents
Driving compliance through customer engagement .......................................................... 2
Best practice .................................................................................................................. 2
Multi-channel customer journey .................................................................................. 3
Messaging ....................................................................................................................... 4
The value of email .......................................................................................................... 4
Challenges of email ....................................................................................................... 5
The power of direct mail ............................................................................................... 5
The mobile opportunity ................................................................................................. 6
Building customer intelligence ..................................................................................... 6
Proactive approach ...................................................................................................... 7
Increasing engagement, telephone outreach ............................................................... 7
Proactive and pre-emptive outreach ............................................................................ 8
Summary ....................................................................................................................... 9
Driving compliance through customer engagement

Best practice

In this paper we examine the effectiveness of customer engagement using multiple communications channels and the impact each channel has in driving and indeed maintaining customer compliance levels at different stages of the PCI DSS journey.

Driving PCI DSS compliance rates across a level 4 customer base can be a challenge for acquirers, processors and ISOs. Many businesses can miss the true point of compliance as a method of protecting their business from hackers and cyber criminals, the result of which is that the compliance process becomes little more than a “tick-the-box” exercise.
Sysnet.air focusses on understanding the customer transaction processing environment and emphasizes user experience, dynamically responding to the users’ answers to present questions that are specifically relevant to their business type. This approach ensures the compliance process is made easier and less painful for users. A key element of the solution is engaging, educating and reminding businesses of their PCI DSS requirements leveraging multiple channels.

**Multi-channel customer journey**

In order to understand and subsequently to consistently increase engagement and PCI DSS compliance rates across level 4 customers, we explored the effectiveness of a number of communication channels to help determine a best practice approach.

In order to maximise customer engagement and operate an effective and successful PCI DSS compliance or security management program, appropriate, concise and timely communications and interactions spanning multiple channels are fundamental.

**Successful standard communications chase path – engaged merchant**

Every communication channel has a value in educating customers in the importance of PCI DSS and cyber security, in general; however, the effectiveness of each channel can differ when it comes to

© Sysnet Global Solutions 2015. All rights reserved
increasing customer engagement levels. The chart above illustrates a typical customer journey of a newly signed up and engaged customer on our Sysnet.air compliance and security portal, beginning with an initial direct mail communication with their log in details, followed by email communication reminders of tasks and when their PCI DSS expiry date is approaching.

**Messaging**

One of the key takeaways from primary research carried out by Sysnet in 2014 was that clarifying the correlation between security and compliance is paramount for communicating the value of compliance to merchant businesses. Pushing security messaging to the fore is important for educating businesses around the value and importance of the PCI DSS.

Often, subtle changes to wording can be impactful in terms of driving engagement and compliance. As part of this, making customers aware of the potential consequences of inaction and non-compliance is also important. Revising and updating the type of messaging used helps customers to understand impacts more clearly; an increase of engagement rates of between 2-4% is expected.

**The value of email**

One of the significant advantages of email is the ability to view how recipients interact with email communications. Tracking and analysing email interactions is an effective mechanism for informing, understanding and improving overall customer engagement, providing valuable insights including:

- A “hard bounce” (message not delivered) helps to flag obsolete email addresses and provides a great indicator that it’s time to remove or proactively update these email addresses.
- Monitoring open and click through rates, cross referenced against portal interaction allows us to identify customers who are aware of their requirements but are not completing the process. This informs us when to target them via other channels and also to fine tune the messaging.
- As with monitoring open and click through rates, unopened emails or soft bounce rates suggest that alternative communication channels are required.

In addition, in terms of the cost and time spent generating and sending email communications, this can be considerably less than other channels.
Challenges of email

Email is one of the most powerful tools for understanding engagements and interactions with customers; however, there are a number of challenges that can reduce its effectiveness. Maintaining an accurate customer email database is an ongoing challenge for all businesses across industries and sectors, some of the reasons why this data isn’t always correct can range from:

- The contact person within an organisation moves on, and details haven’t been updated
- Misspelling of email addresses
- Change in a business brand, such as a new trading name resulting in a change in email address.

While cross referencing multiple systems within an organisation can reconcile some of these inaccuracies, it is also worth bearing in mind that an email address may be incorrect across the board. One of the most effective ways to maintain an up to date database is to continuously verify email addresses at every available opportunity.

For example, in the drive to maintain a quality customer database, every time a customer calls into our helpdesk they are asked to verify or update their email address.

While email allows for a deeper and more granular understanding of the interactions across a section of a customer database, it is worth factoring in that the sheer noise of emails that are generated on a daily basis may also be reducing the effectiveness of this channel.

The power of direct mail

Sysnet consistently sees direct mail with customers outperform email based communications as a means of driving engagement and subsequent compliance. In some cases engagement rates have risen by as much as 40% when postal campaigns have been initiated.
As email, social media and mobile communication channels encroach more and more on direct postal mail, there are fewer people writing letters and fewer businesses sending bills via this channel. With less noise sent via post it is likely that more attention is given to personally addressed, physically tangible communications. Factors influencing the increase in engagement via direct mail include:

- Market shift - less noise through direct mail
- Level of trust associated with direct mail is higher
- Merchants may not use email as part of how they communicate on a day to day basis.

The mobile opportunity

The potential for mobile interaction with customers during their PCI journey is still at an early stage. With 10% of customers engaging with our Sysnet.air solution via mobile, there is huge potential for driving engagement through this channel for a number of reasons.

- There is a similar level of trust associated with mobile as with direct mail. Two factor authentication or one-time-passwords can be set up to allow the intended user to receive secure log in information independently from their email address.
- Less communication fatigue than with email communications.
- With mobile engagement, customers are constantly accessible.
- The potential for customers to complete their entire PCI journey via their mobile device.

In addition to driving compliance, SMS is useful for sending real-time updates to a customer database, for example if there is a user wide technical problem, you can instantly notify your customer database.

Building customer intelligence

Drilling down into each of the communication channels and gathering customer data around customer interactions within the compliance portal is vital to building customer intelligence. The more intelligently we use the data gleaned from these platforms, the more effective each outbound channel campaign will be.
To prioritise activity and maximise the effectiveness of outreach campaigns, rapid analysis will provide insights into the status of each customer such as:

1. Unaware therefore unengaged
2. Aware but not engaged
3. Engaged but process incomplete.

By segmenting customers in this manner we can identify those closest to the compliance target. Focusing outreach campaigns on these types of customers supports the “fastest time to benefit” approach in order to drive up compliance rates.

Proactive approach

Taking a look at each channel, we examined a number of ways to increase compliance levels.

Undertaking a review of program communications with a focus on messaging, frequency and channel of communications with customers is important. There is a clear correlation between the clarity, frequency and method of communication and the level of customer engagement. An increase in engagement rates in the range of 3-5% would be expected as a result of a review of frequency.

Increasing engagement, telephone outreach

In order to actively drive compliance, a pre-emptive outreach program is very effective. This entails outbound phone contact with non-engaged or inactive customers. The process requires identifying offending customers to initiate a contact centre campaign in order to engage and where appropriate, assist customers through the process as a means for driving absolute compliance rates.

We have seen a consistent 12-15% increase in compliance rates achieved through active outreach campaigns, based on four call attempts to each customer.
Proactive and pre-emptive outreach

Taking a pre-emptive approach for re-validating customers is also effective in maintaining compliance rates. The suggested approach focuses on initiating an outbound contact centre campaign to engage customers, and once connected with the customer assist them through the process.

This pre-emptive engagement helps to maintain compliance rates, ensuring that gains made with other initiatives are not negatively countered by declining compliance rates caused by customers failing to re-validate their compliance.

A minimum of four call attempts are recommended for each customer, this approach has seen a consistent increase of between 12-15% in compliance rates with this method of customer outreach, one of the most impactful activities that you can undertake.

Assisting customers through their SAQ, where incoming re-attesting customers are supported through the SAQ completion and attestation process by the contact centre can see an increase in the range of 4-6% of customer compliance rates.

info@sysnetgs.com  +1 770 804 6429 | +353 1 495 1300  sysnetgs.com
Summary

The underpinning strategy for driving customer engagement to increase and maintain compliance levels is a proactive multi-channel approach. There is value in each of the channels discussed, which used in conjunction with each other and aligned with the customer lifecycle of the PCI DSS program, results in a much more powerful customer engagement model.

The highest performing programs using our solution are hitting between 80-90% compliance levels of boarded customers. In these instances the engagement models used multiple channels with a focus on fine tuning of messaging and strategic targeting based on a deeper understanding of customer behaviours. Understanding the nuances of a customer journey through PCI is fundamental to driving this approach.

The key focuses for Sysnet is in delivering a high quality customer experience combined with a proactive engagement model in order to help merchant businesses protect themselves from fraud.
Established in 1989, Sysnet Global Solutions provides payment card industry, cyber security and compliance solutions that help businesses to improve security and acquiring organisations to reduce risk. Specializing in data security and PCI DSS compliance validation solutions, Sysnet offers a range of services, including its award-winning, proprietary, cyber security and compliance management solution Sysnet.air®, to a wide variety of businesses including acquirers, ISOs, international banks, payment service providers and merchants. Headquartered in Dublin, Ireland, Sysnet has clients in more than 40 countries worldwide.