**Better Together: Customer Engagement** Recognizing a customer who has been able to most effectively showcase success in utilizing **at least two out of three** solutions - Care, Community, and Marketing — as a synchronized customer engagement platform.

***1. Tell us about your integration as well as your goal and key strategies.***

**At USAA, our mission is to provide personalized service to each Member in his/her channel of choice. The key to a seamless interaction is successful back-end integration and alignment across marketing, servicing and Community. Integration of tools provide consistency in brand voice, seamless internal workflows to meet Member needs and reporting across the marketing and care functions to ensure proactive content addresses Member needs.**

* Ensure of brand voice across channels. USAA Executives engage in routine tone training to ensure frontline Member Service Representatives have the tools to properly express USAA’s brand tone/personality. More broad social quality reviews unite senior leadership, communications and LOB partners to review areas of opportunity to ensure a consistent tone. Khoros technology allows us to seamlessly consolidate conversation through the use of smartviews, dashboards, work queue filtering and Agent filtering. Integration allows USAA to share feedback and brainstorm with various lines of business, reassign conversations or quickly look across LOBs to ensure consistent execution.
* Integration of external individuals in the servicing process. Through smartviews and dashboards we are able to integrate teams across the workflow process to include Line of Business leadership teams and Corporate communications. The ability to share Member and conversation insights allows for Member Service Representatives to quickly account for servicing recommendations and stay informed to make broader strategic decisions.
* Reporting. In using insights from servicing conversations across channels, we can proactively answer Member questions and make announcements to assuage concerns.

***2. Share your plan with the target audience and how your digital technology helped provide a better customer engagement experience.***

**At the start of the COVID crisis, the USAA Community was the hub for all COVID-related content from USAA. It provided Members and prospects peace of mind they were getting the most up-to-date information, through back-end coordination within USAA. With the ultimate goal to support the military and their families, the USAA Community allowed a platform for Members to seamlessly engage in dialogue with other Members through forums, support each other through unique struggles that the Military face during such a crisis through Khoros Groups, or ask questions directly to USAA.**

* From a marketing perspective, Khoros allows USAA to target audiences quickly and efficiently, ensuring the message we want delivered makes to our intended target. As brands struggled with what to say and how to say it as Racial Injustice conversations bubbled up amid COVID, we were able to work hand-in-hand with communication partners to pause existing social posts and focus on delivering a strong, concise message within minutes after receiving it from the CEO, with immediate access to analytics to show feedback. The result was overwhelming support of the message and the stance we took.
* New technology of Groups within Khoros helped USAA connect Members around niche interests and provide hyper-targeted information about the brand and products in a singular place.
* The ability for front-line MSRS/leadership to send conversations to SMEs for quick review helped ensure that responses were accurate and timely, and acknowledged sensitivities related to the topic where responses had a higher potential risk of going viral.
* The ability for the use of the Khoros mobile application allowed front line managers to stay connected and oversee incoming conversations during nonstandard operating hours.
* The ability to utilize notes and make internal comments within Khoros helped us to ensure that we drew attention to specific issues in which an author may be bumping or have a history of trolling. Additionally, when a front-line employee sent something for review other front-line employees had the ability to have the insight that someone was already working on that specific issue.

***3. What were the results? Tell us how it helped you meet your strategic goals. Please include metrics if possible.***

**Leveraging Care, Marketing and Community provided USAA the ability to ensure content addressed Member needs in a timely manner during a time of crisis. In using Marketing, Community and Care capabilities, USAA can ensure a consistent marketing message from Community to social channels, seamless and orchestrated social response through Care and real-time analytics for feedback that enables Community posts that address Member needs.**

