

The Impact of Visuals & Digital Customer Service

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Remember those comic books we were crazy about when we were kids? Even today those comic books may draw us more than regular books. Marketing through effective visuals has always been the most important tactic of digital marketing. A recent study shows that the social media site, Instagram, with over 300 million users (430 million estimated by the end of 2015) could be worth US \$35 billion, outpacing Twitter.

In this 4th and final installment of the series, I'll briefly discuss how to market your product and services through effective visuals and how to provide customer service through digital media. These tactics are good for ambitious marketers who want to reach beyond the traditional segment of customers.

A picture is worth 1000 bucks:

If you are following the latest print adverts, you'll see that they are using a technique which enables them to attract most of the customers. The cute kitty photo gets many clicks whereas the less emotional quote of a wise man as text really has to fight for attention. Today there is even a trend to incorporate attractive images with nice quotes – making them better visible in online communities. When it comes to grab-

bing the attention of today's busy social media consumer, visual content is the cat's meow. A study by ROI Research

mation in compact form.

Digital customer service:

Do you know that Airtel is providing

your organisation. Think about this for just a minute as it relates to your own behaviour.

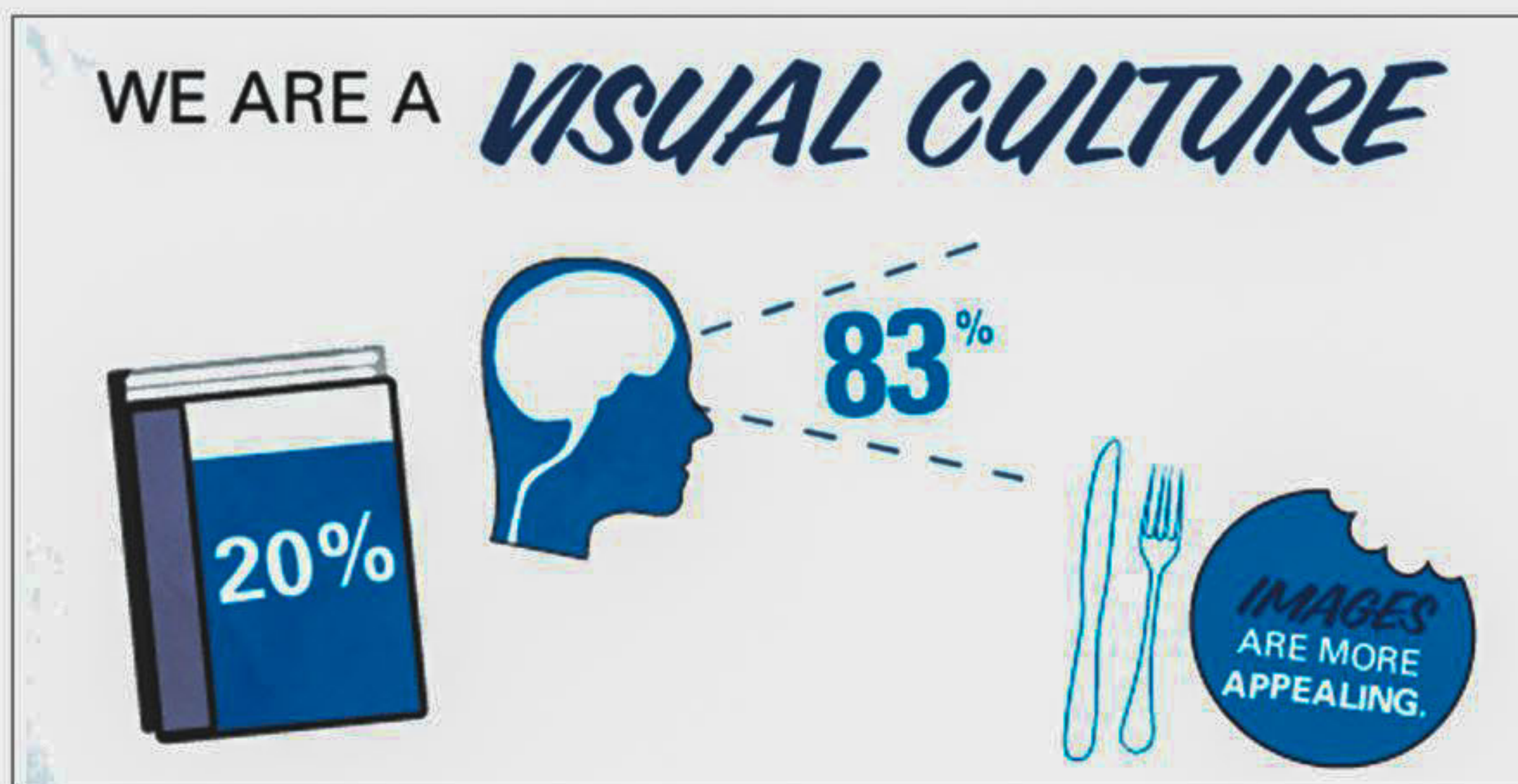
Think about how will you go and buy a new SIM for using internet. If you are like me, then you'll definitely go for a prior research to figure out what will be the best package for you. You'll ask questions related to usage to the customer service agent @ the telco store. Then you'll choose the best option for you as per their suggestion.

Now what if I tell you that you won't need to go to any store for all these and you can get a SIM shipped to your place just like that? Airtel Virtual Store is offering customer service through online portal. You just need to log in, browse, enter info in regards to your daily usage, and the store will tell you which package would suite you best. Then you pay and get the SIM shipped to you.

Now think about what systems you have in place to serve your customers – across multiple channels.

Feel free to drop me a line any time. Search and find me on LinkedIn, Twitter, Facebook, Pinterest. Cheers!

The writer is a professional with over 11 years of experience in mobile banking and digital marketing and is currently the Head of mCommerce Operations at Airtel Bangladesh Ltd.



revealed that fans and followers are 40 percent more likely to engage with brands that post pictures than any other type of media. Content containing images reap 94 percent more total views than content without.

Finally if you are a startup business owner or just a fresher in the digital marketing arena, you need to start using designed infographics as your digital marketing tactic which will eventually attract the attention of your consumer. Just wrap your info and campaign as little artworks and offer detailed infor-

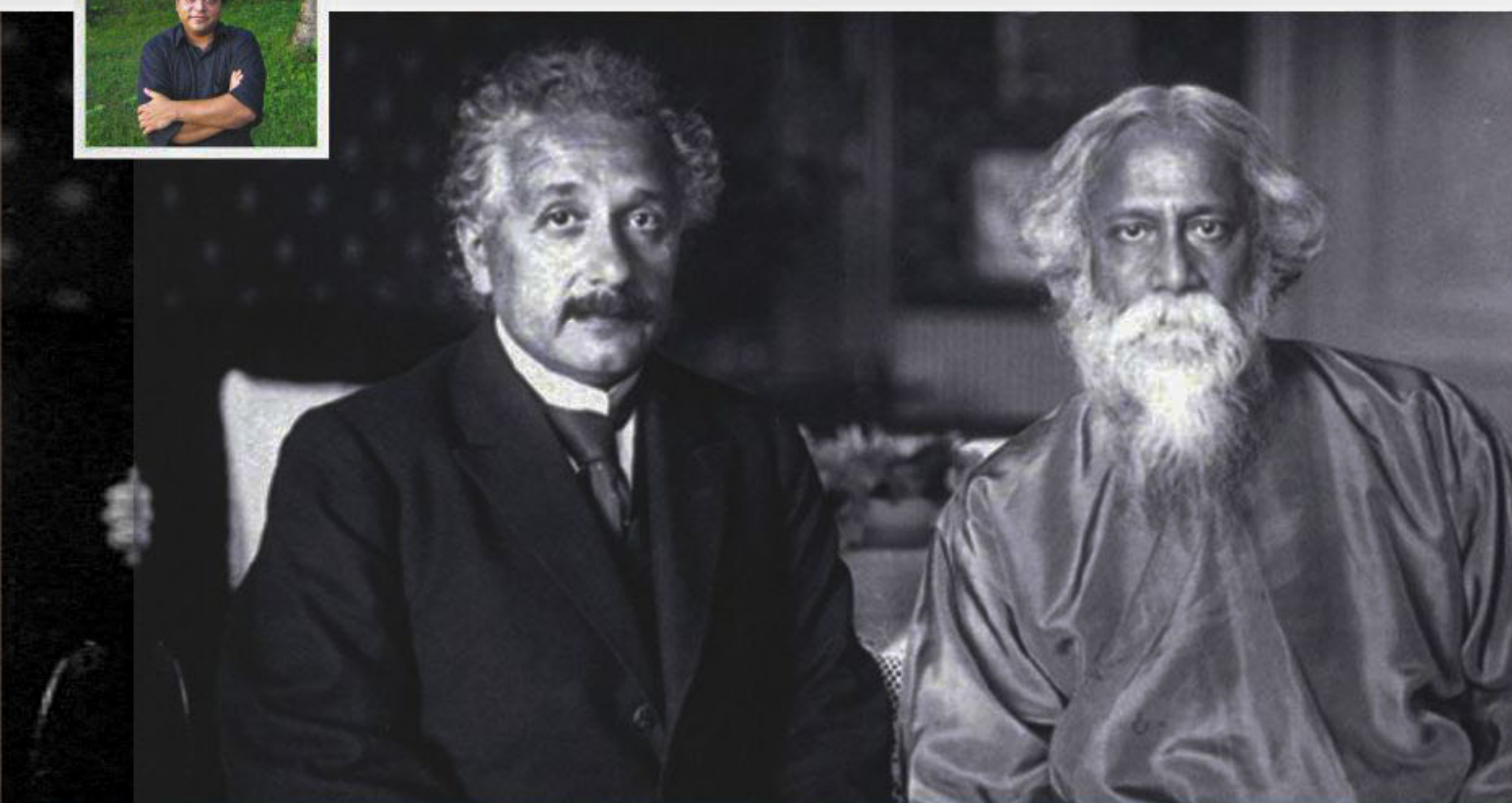
customer service virtually through "On-line Airtel Experience Center"? Do you know most of the telecom service providers are offering customer service through apps?

Having a digital customer service function doesn't just mean setting up a company Twitter account so that customers can tweet complaints to you. Done right, an effective strategy is a complex and gradual process, which integrates the delivery of customer service and support via the web and the social networks into the very fabric of



ECHOES BY
ASRAR CHOWDHURY

There's no alternative to practice and deep thinking



A few days ago, I was humming a tune. I got curious about the lyrics. I found out the lyricist was Shibdas Bandopadhyay. He was born in Khulna. He penned lyrics for the singer-composer Bhupen Hazarika. In 1971, when Bangladesh was fighting for its existence, the two churned out the timeless song *Ganga Amar Maa, Padma Amar Maa*.

I took my bansuri and started playing the tune that's haunted me and many others. Anybody who has an 'ear' for music knows that getting the notes right is the easy part. Getting the timing and the throwing of the notes right is the more difficult part. It's in this difficult part that the song or the tune comes to life. This is the part where the notes touch your heart. A good composition isn't necessarily singing or playing too loud or too fast.

Sometimes like life you have to be quiet and slow down.

I chose a middle line. Within moments, I started to appreciate the genius of Bhupen as a composer. I'm not a professional performer, but I do try to practice the bansuri regularly. Practice in the performing arts means doing the basics repeatedly to get the life of the tune right so you understand the emotions of the notes when you play and throw them. I broke the tune and repeatedly practiced each broken part. I tried to play the notes only. I reduced the tempo (speed) of the tune to identify which special notes 'touch' the heart. These are the hidden notes of a masterly composition. After repeated practicing, I finally identified the hidden notes and the way they were timed and

thrown. More importantly, I identified the notes that were touched only and then thrown away mildly.

From our first day at school, we are made to fall for the illusion that a genius is born. We see a genius as a magician who mumbles a magic phrase, *abracadabra*, and ideas flow instantly. We see the flow of these ideas in the twinkle of an eye. Before you can say hey presto, the genius's work is done. What we normally don't appreciate or see is that a genius is almost never born overnight. A genius is a genius because (s) he makes deep thinking a habit. Like a musician or a player who practices the same exercise again and again, a genius is a person who thinks deeply on how to get the flow of thoughts right.

Albert Einstein was probably the first Rock Star scientist. His photos with Rabindranath Tagore are well known to Bengalis. He was already an international phenomenon by the time he won the Nobel Prize in Physics in 1921. Einstein's theory of relativity, the famous $E=mc^2$ equation and the concept of time had caught the imagination of people outside the world of theoretical physics.

Was Einstein an overnight genius? NO. His two famous papers that changed theoretical physics took more than one decade in between them to publish. Within this time, Einstein was involved in painstaking deep thinking on how to get it right.

When we teachers give back scripts to students we often hear them saying, 'I knew this, but I didn't get it right'. It's probably because the student didn't practice the basics enough and didn't think deeply on how the ideas flowed. Those who do well in exams are usually those who have practiced enough and thought deeply about a problem. They're good not because they're good, but also because they followed the routine of practice and deep thinking.

A genius isn't created over night no matter how romantic the notion may be.

Be that genius, Shibdas

Bandopadhyay and Bhupen Hazarika or Albert Einstein. There is no alternative to practice and deep thinking.

Asrar Chowdhury teaches economic theory and game theory in the classroom. Outside he listens to music and BBC Radio; follows Test Cricket; and plays the flute.

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