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The Power of Micro-Moments: Customer Relationship Marketing to the Always-On Consumer

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Abstract: In today's digital world, consumers are spending lots of time on the go and are highly activating in micro moments, where they want to quickly discover a solution using their mobile technology. And now, these are want to know, want to go, want to buy, want to do moments, that restructure the marketing lens, stress first time on real time, second on personalization, third on relevance. This study examines the micro-moment in helping define the decision process of the consumer and how companies can utilize these interchanges for competitive advantage. The research through case studies and industry insights shows to us the importance of AI and big data as well as mobile technology in enhancing consumer experience. Using back office data analytics to capture information from customers, the enterprise is able to personalize content, providing it in its entirety according to the intent of the user at the right time to increase engagement and loyalty to the brand. It also increases the level of platform optimization which enhances the accessibility and usability to make sure the interactions are seamless and converting the interested into action. Yet, such problems as data privacy or real time in response, as well as technological feasibility, hinder micro moment marketing strategy implementation. What the study emphasises is that businesses have to adopt digital transformation and integrate AI generated recommendations, instant customer support and location based targeting to build real customer – always on consumer connections. Ultimately, micro moments give brands an advantage; they are a strategically powerful trend that we live in an era of where consumer attention is scarce but we act fast. If businesses adapt to digital behavior, they would make it easier to convert, keep customers happy and keep sustained long term engagement in a hyper connected marketplace.

Keywords:- *Micro-moments, digital marketing, consumer behavior, personalization, real-time engagement.*

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Introduction

Today's digital hustle with fast-moving consumer behavior has been affected by consumer behavior in this era of increased reliance on mobile devices for urgent information. These short intent driven interactions (micro moments) as described by Google's concept are those interactions where consumers demand a small answer to a small question. Categorized as want to know, want to go, want to do, and want to buy, these moments control decision making and demand brands give real, relevant solutions. Consumer intent drives where your business can win or lose, so if your marketing strategies do not take these factors into consideration, your target audience and the individual pain points they'll expect you to address will gradually change. Riding on the world of the always on consumer, marketers are now forced to think for results for digital platforms offering a seamless user engagement (Batra et.al 2020). The key to taking advantage of the micro moments to the best effect is mobile first strategies, artificial intelligence (AI) and big data analytics. It took a path to personalization and businesses were able to provide the most targeted content, location-based offers and predictive recommendations for the better user experience. Additionally, the inclusion of the voice search, chatbots, and instant customer support will help the brand to interact better with its customers and in turn, their happiness. As its opportunities, implementing the micro moment marketing has disadvantages too; competition for the audience's attention, data privacy concern, and real time responsiveness. However, to keep up with the fast changing consumer expectations companies need to continuously develop their strategies, as well as leverage the technology to ensure high level of engagement. With power comes responsibility, and in this case, it is the micro moments that are transforming digital marketing, both the power and responsibility of which are the prime focus of this study, to help brands learn how to capitalize through power, and impress with responsibility, on micro moments and take advantage of this to inspire and make conversions, foster loyalty and thrive in the increasingly crowded digital space (Belk et.al 2019).

Research Aim

In order to analyze the effect of micro-moments on the consumer behavior and find out befitting marketing techniques through which the always on consumers can be engaged.

Objective

- To examine the role of personalization in enhancing consumer engagement during micro-moments.
- To evaluate the effectiveness of platform optimization in driving real-time consumer interactions.
- To identify challenges faced by marketers in leveraging micro-moments for brand growth.
- To explore the role of AI and big data in improving micro-moment marketing strategies.

Literature Review

Exploring the role of AI and big data in improving micro-moment marketing strategies.

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Artificial intelligence (AI) and big data are integrated together and have changed the digital marketing specifically in micro moments of creating digital marketing. Since consumers reliance on mobile for instant decisions continues to increase, businesses have to initiate AI and data strategies to enhance the engagement of its customers and provide local experiences. Brands can no longer respond to the brand's ads just when it suits the brand. What AI does is analyze gigantic data, guess consumers behavior and automate the response in order to adhere to consumer needs at the right moment. This helps machine learning algorithms to identify the patterns in the consumer interactions, which in turn provides businesses to give highly targeted recommendations, ads, and content to the consumers according to their preferences. This provides the ability to predict what brands should be mentioned in fleeting moments when consumers want to know something fast or need to make a purchase. Micro moment marketing relies heavily on big data since big data collects and processes data from consumer inputs across many sources including consumer searches queries, social media interactions and consumer history, and consumer location. And this data driven stuff helps marketers understand what is going on in the audience behavior and effectively segment the users and accordingly trim their strategies (Buhalis et.al 2021). Further on the AI fronts here are AI driven chatbots & virtual assistants which bring instant responses that also give the recommendation of personalized products. These tools make the brands' communication with consumers easy as well as minimizing decision friction thus enhancing the possibility of conversion. Big data analytics also helps with dynamic pricing that delivers offers to consumers in a way that is most relevant to demand, spending patterns and competitive factors of the market. Voice search optimization is another major use of an AI in micro moment marketing. Now consumers search for information using conversational queries as more people use Voice assistants like Google Assistant, Siri, Alexa etc. With AI-powered natural language processing (NLP), natural language understanding (NLU), natural language perception (NLP), for businesses, it helps the businesses to get the content optimized for the voice search so that they appear in your search in the micro moments. Similarly, AI based sentiment analysis allows brands to judge consumer feeling and likes, to tweak their marketing message for the maximum punch. With the integration of AI with augmented reality (AR) and virtual reality (VR), micro moments are also enhanced by excessive immersive and interactive content that the consumers can use to picture the products before making a purchase. However, many of the advantages of AI and big data for micro-moment marketing come with some challenges of adoption (Verhoef et.al 2021). Some of the key issues businesses dealing with PII have to address upon are data privacy concerns, algorithm biases and constant technological upgrades. Along with that, companies undertook the mandate of complying with data protection rules yet staying transparent about their AI-based marketing tactics. Furthermore, sophistication of infrastructure and heavy AI technology investment might be costly when it comes to small businesses (Chaffey et.al 2020). But with expansion witnessed for AI and big data, micro-moment marketing will play a much more important part for brands because it will allow them to provide highly personalized, exciting, and economical consumers experiences. Finally, the third revolution micro moment

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marketing created with the help of AI and bi data will allow to businesses to have fully advanced tools for real time consumer engagement, predictive analytics, and personal interaction. With these technologies, brands can focus greater amount of attention in capturing the consumer attention, making users to experience great happiness on traveling with them and definitely increasing conversion ratio. Businesses that take on AI and big data will be at a competitive edge as technology grows to become more involved in the fast moving digital world (Chen et.al 2020).

Evaluating the effectiveness of platform optimization in driving real-time consumer interactions.

Under the current digital age, consumer readiness has changed towards quick use of relevant information, products, and services. Micro moments have given rise to one brilliant strategy — platform optimization — that companies are employing to do an E.commerce shop just in time when consumers need them the most. Micro moments are considered as short but intense interactions where consumers desire immediate solutions and business units who can streamline their platforms will be able to identify and take advantage of these micro moments. All these factors can be improved by making your website faster and more responsive on mobile, making your website entirely usable on the go, and providing a complete user experience (Dahl et.al 2021). Platform optimization is a platform that consists of all the technological advances such as artificial intelligence (AI), machine learning (ML) big data analytics, and automation to keep the brands alive and respond to the competitive markets. Mobile first design is one of the basic of platform optimization. Since most micro-moment interactions happen on the smartphone, businesses need to make it happen on smartphones; therefore, the experience should be mobile friendly to help businesses improve real time engagement. The studies tend to indicate that slow loading websites and non responsive interfaces do have a very negative effect on customer behavior, not to mention much higher drop off rates (Dahl et.al 2021). Optimized mobile platforms make your mobile platforms load quickly, navigate quickly and display interactive elements that make it easy for the user to key in their decisions. Research indicates that increasing the page load time by a single second can cause a 7% drop in conversion rates, which means that in order for the platform to create the best consumer interactions, the speed is crucial. Adaptive layouts, easy user interfaces and easy checkout experience often play its part in making user experience smoother and thereby moving to immediate engagement and purchases during micro moments. Another important part of platform optimization is artificial intelligence and predictive analytics for helping businesses understand as well as reacting to the behavior of the consumers in real time. The AI based recommendation engine takes a look at the user data and gives the personalised content, product suggested and these targeted advertisements based on a previous interaction. The more personalizable, the better; this level of personalization improves consumer engagement because consumer will be more engaged with platforms which bring good content on time. Predictive analytics also help businesses to understand consumer needs and be able to adapt their marketing strategies as per the customer needs. By superimposing virtual assistants on chatbots, instant customer support is

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provided, and your queries are answered instantly. This applies AI driven solutions cutting down the time taken to respond and also improves user satisfaction, thereby platforms become more efficient in capturing micro moment success. Another big factor that makes a platform successful is voice search optimization (Dwivedi et,al 2021). Since the smart assistants like Google Assistant, Siri, and Alexa are getting popular, the consumers are relying on the voice searches for their quick information. Platforms of voice search should be optimized so that the businesses get appeared in relevant search results during micro moments. Natural language processing on websites and applications enable websites and applications to be able to understand the conversational queries to make it easier to be visible and engage with. The statistics suggest that more than 50 percent of all searches nowadays consist of voice based queries, which makes voice search optimization for the consumers a must. Those businesses that don't shift with this trend are risking losing potential clients that prefer it hands-free, instant. Integration of platform across various touch points is very important as the mines work to provide seamless interactions on various touch points. Today, brands are exposed to their prospects and customers on a number of channels such as websites, social media, mobile apps, and in store. Furthermore, a highly optimized platform makes sure that the experience of the user is the same on all the channels, that they do not have to switch from one channel to another. One example is integrating e-commerce platforms with social media shopping capabilities that allow the users to make an instant purchase not just on their online marketing platform but also within their selected social media platform. Just like big businesses, businesses applying AI in chat service for various platforms maximize real time communication no matter the communication channels involved (Hamilton et.al 2019). The integration that forms more trust and loyality towards consumers because they are getting a unified and convenient experience. Big data analytics take it a step further by giving information about the user's behavior, preference and engagement pattern on the platform. Those that use data driven approach can innovate better digital platforms that focus on specific audience segments. Heatmaps, session recordings and customer journey analytics are used to reduce the need to improve and make platforms easy to understand and respond. Moreover, A/B testing also facilitates businesses to test interface designs, layouts, and features to find out the most effective method for instant communication between consumers and their organization. But by constantly analyzing and optimizing the platform performance, businesses can keep themselves ahead the shifting customer expectations for better competitiveness in the online market. However, the benefits of platform optimization prove to be higher, but organizations find it difficult to adopt this strategy in the right way. Because high development cost, technological complexity and privacy concerns in data mean nonlinear optimization is not achievable in a seamless manner. Data about users, whatever type that may be, whether contact information, preferences, preferences and more, needs to be comply with data protection regulations such as the General Data Protection Regulation (GDPR). Furthermore, as small businesses, it's not feasible to put in a continuous investment in infrastructure and AI driven technologies to maintain real time responsiveness. To overcome these challenges, the strategic approach

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involves using cloud based solution, adoption of scalable AI model and prioritizing cybersecurity measures. Finally, the platform optimization has a huge role to play in real time customer interactions and helping companies to grab micro moments effectively. Together, mobile-first design, AI-driven personalization, voice search optimization, omnichannel integration and big data analytics help boost user engagement as well as its conversion rates. Although there are cost, technology and data privacy challenges, businesses that put effort in digital platform optimization come out on top in the competitive digital landscape. Brands need to give priority to the seamless, responsive and personalized experiences for the micro moment marketing in order to achieve their best results in this marketing (Huang et.al 2021).

Methodology

The case for micro moment marketing strategy to affect consumer behavior is assessed using this study and a quantitative research approach is adopted. Numerical data, collected using a survey-based methodology that allows for statistical analysis of the data and the objective evaluation of trends, was used to do this. The established research design of the study is descriptive aimed at determining the percentage of personalization, platform optimization and AI driven interaction in order to increase consumer engagement. Structured questionnaire of closed ended questions were used to collect primary data measuring specific consumer responses towards micro moment interaction (Parasuraman et.al 2019). Various variables such as mobile responsiveness, personalized marketing, real time engagement, and recommendations driven by AI were assessed with the help of a 5 point Likert scale (ranging from 1= strongly disagree to 5 = strongly agree) on the used questionnaire. The population of interest was that of a digital consumer who makes instant decisions using mobile platforms. To select 100 participants, a purposive sampling method was used which selected only those individuals that regularly interact in digital marketing campaigns. All the responses were collected and did further analysis using IBM SPSS software for statistical evaluation of the same. Demographic characteristics and consumer behavior patterns were used as basis for descriptive statistics. To investigate relationships between independent variables (AI, platform optimization, and personalization) and dependent variable (consumer engagement), the inferential statistical methods, regression analysis and ANOVA were applied. The reliability of the survey instrument was verified by a test of Cronbach's Alpha. Consolidation was also ensured, as the study was conducted in anonymised condition, after obtaining informed consent. The data can be used to help marketers give competitive edge to digital strategies through micro – moment optimization that helps to enhance real time consumer engagements.

Analysis

Demographic Test

Gender

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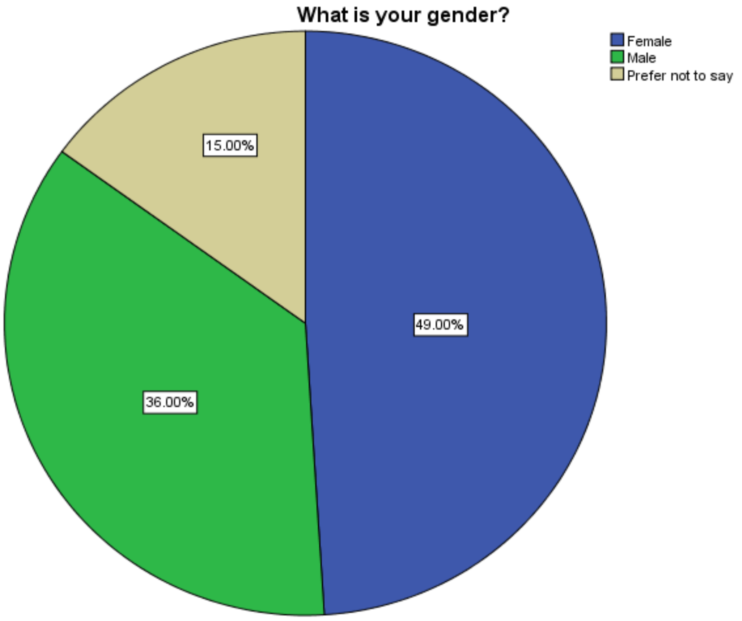

Figure 1: Gender

(Source: IBM SPSS)

The above figure highlights the gender of all the participants involved in the survey of 100 members, which suggests that 49% of females were having the most frequency in the survey. However, 36% of males were having moderate involvement and 15% members preferred not to reveal their gender identity.

Age Group

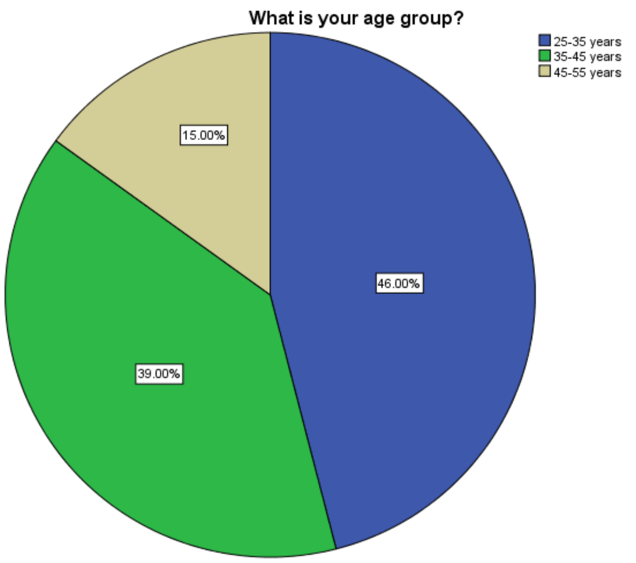

Figure 2: Age Group

(Source: IBM SPSS)

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Figure 2 signifies the age of the members who participated in the survey, its noticeable that there were 25 to 55 aged members involved in the survey. There were 25 to 35 aged members (46%), 35 to 45 aged individuals (36%), and 45 to 55 aged members (15%) in the survey.

Occupation

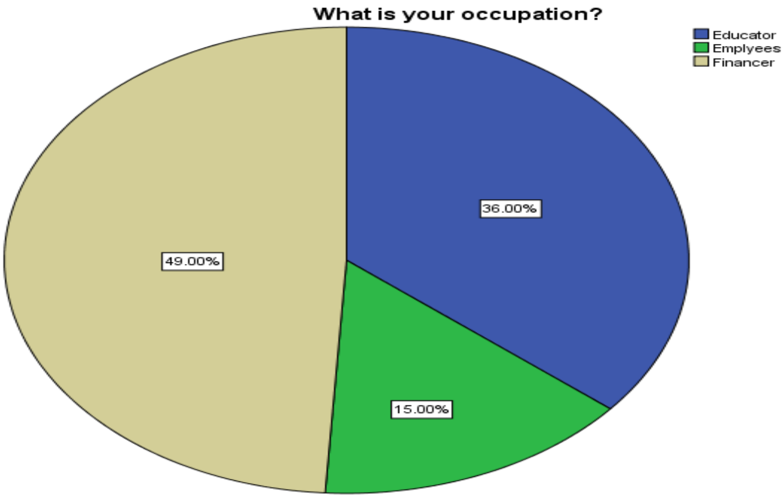

Figure 3: Occupation

(Source: IBM SPSS)

The above figure highlights that among 100 participants, 49% participants were financiers, 36% were educators, and 15% were employees, which denotes that the most frequent were financiers and least frequent were employees.

Statistical Analysis

Descriptive analysis

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
There is more engagement with marketing content in case of highly relevant content to the customer's immediate needs during micro-moments. IV1	100	1	5	2.59	1.443	.444	.241	-1.142	.478
Receiving marketing messages at the right time (e.g., during a search or decision-making moment) upsurges customer's interest in a brand. IV2	100	1	5	2.71	1.472	.323	.241	-1.306	.478
Personalized marketing content distributed during micro-moments improves the overall experience with a brand. IV3	100	1	5	2.54	1.396	.485	.241	-1.068	.478
Customers often interrelate with brands that provide timely and relevant marketing during the customer's micro-moments. DV1	100	1	5	2.63	1.419	.402	.241	-1.165	.478
Real-time marketing during micro-moments positively affects the buying decision making of customers. DV2	100	1	5	2.58	1.379	.443	.241	-1.062	.478
Customers remember a brand that effectively usages micro-moment marketing approaches. DV3	100	1	5	2.56	1.388	.463	.241	-1.066	.478

Table 1: Descriptive Testing

(Source: IBM SPSS)

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The above table sheds light on the score values of descriptive statistics, which effectively reveals the connection between the variable quantities based on the power of micro-moments, highlighting marketing to the always-on consumer. It can be seen that the mean value of all the variables is fluctuating from 2.54 to 2.71. Moreover, all the variables' Score value of SD is near to the value of 1.4, indicating mixed responses. In addition to this, the skewness values range from 0.323 to 0.485 and the kurtosis value varies from -1.068 to -1.306. The skewness value suggests a slight positive skew and the kurtosis value indicates a comparatively flat data distribution. Therefore, there is a strong connection between micro-moment marketing strategies and customer engagement, decision-making, and brand recall. The score value of descriptive statistics indicates a room for enhancement in effectively leveraging these approaches.

Regression analysis

H1: The higher the relevance of marketing content during micro-moments, the greater the customer engagement.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.843[a]	.710	.707	.768	1.559

a. Predictors: (Constant), There is more engagement with marketing content in case of highly relevant content to the customer's immediate needs during micro-moments. IV1

b. Dependent Variable: Customers often interrelate with brands that provide timely and relevant marketing during the customer's micro-moments. DV1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	141.534	1	141.534	240.071	.000[b]
	Residual	57.776	98	.590		
	Total	199.310	99			

a. Dependent Variable: Customers often interrelate with brands that provide timely and relevant marketing during the customer's micro-moments. DV1

b. Predictors: (Constant), There is more engagement with marketing content in case of highly relevant content to the customer's immediate needs during micro-moments. IV1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.484	.158		3.058	.003
	There is more engagement with marketing content in case of highly relevant content to the customer's immediate needs during micro-moments. IV1	.829	.053	.843	15.494	.000

a. Dependent Variable: Customers often interrelate with brands that provide timely and relevant marketing during the customer's micro-moments. DV1

Table 2: Hypothesis Testing

(Source: IBM SPSS)

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The above figure sheds light on the regression analysis related to measuring tables such as model summary, NOAVA, and coefficient. From the model summary table, it can be seen that the R and R square values are 0.8 and 0.710 respectively. Moreover, the Durbin Watson value is 1.5, which is close to the normal distribution value of 2, suggesting a strong connection between IV1 and DV1. Furthermore, the mean square is 141.534 and F stat is 240.07, highlighting the significance value of 0.000. The P value is equal to the normal distributional value of 005, 0.01, and 0.1. The beta value is 0.843 and t value is 3.058. Therefore, there is a direct connection between marketing content during micro-moments and customer engagement.

H2: Well-timed marketing messages during micro-moments positively influence consumers' purchase intention.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.919[a]	.845	.844	.546	1.945

a. Predictors: (Constant), Receiving marketing messages at the right time (e.g., during a search or decision-making moment) upsurges customer's interest in a brand. IV2

b. Dependent Variable: Real-time marketing during micro-moments positively affects the buying decision making of customers. DV2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	159.180	1	159.180	534.600	.000[b]
	Residual	29.180	98	.298		
	Total	188.360	99			

a. Dependent Variable: Real-time marketing during micro-moments positively affects the buying decision making of customers. DV2

b. Predictors: (Constant), Receiving marketing messages at the right time (e.g., during a search or decision-making moment) upsurges customer's interest in a brand. IV2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.246	.115		2.143	.035
	Receiving marketing messages at the right time (e.g., during a search or decision-making moment) upsurges customer's interest in a brand. IV2	.861	.037	.919	23.121	.000

a. Dependent Variable: Real-time marketing during micro-moments positively affects the buying decision making of customers. DV2

Table 3: Hypothesis Testing
(Source: IBM SPSS)

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The value of R and R square are 0.91 and .84 respectively. However, the SE and Durib Watson values included 054 and 0.91. The coefficient table highlights the values of B and beta which include 0.246 and 0.919 respectively. However, the t value is 2.14, together with the significance value which is close to the normal distribution value of 0.05. This suggests a strong connection between IV2 and DV2. The ANOVA table also highlights the significance value P<0.05 and F stats 534.6. Thus, well-timed marketing messages during micro-moments positively influence consumers' purchase intention.

H3: Increased marketing personalization in real-time enhances brand recall among always-on consumers.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.943[a]	.889	.888	.465	1.996

a. Predictors: (Constant), Personalized marketing content distributed during micro-moments improves the overall experience with a brand. IV3

b. Dependent Variable: Customers remember a brand that effectively usages micro-moment marketing approaches. DV3

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	169.437	1	169.437	783.124	.000[b]
	Residual	21.203	98	.216		
	Total	190.640	99			

a. Dependent Variable: Customers remember a brand that effectively usages micro-moment marketing approaches. DV3

b. Predictors: (Constant), Personalized marketing content distributed during micro-moments improves the overall experience with a brand. IV3

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.179	.097		1.847	.068
	Personalized marketing content distributed during micro-moments improves the overall experience with a brand. IV3	.937	.033	.943	27.984	.000

a. Dependent Variable: Customers remember a brand that effectively usages micro-moment marketing approaches. DV3

Table 4: Hypothesis Testing

(Source: IBM SPSS)

The above figure highlights the model's summary table, which sheds light on the R and R square value 0.94 and 0.88. The adjusted R-squared and SE value includes 0.88 and 0.465 respectively. However, the Durbin Watson value is 1.99, which is close to 2, the standard

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value, suggesting a strong connection between IV3 and DV3 respectively. The ANOVA table highlights mean square and F stat value including 169.4 and 783.124 respectively. The significance value is 0.000 which is nearly equal to the distributional values 0.05, 0.01, and 0.1. Therefore, increased marketing personalization in real-time enhances brand recall among always-on consumers.

Discussion

Based on these findings, this study also confirms that micro moments play a key role in consumers' behaviour and hence the way customers are engaged in digital marketing. Given the rise of mobile technology and on the go decision making, brands must get their platforms ready to take consumer attention right as it is needed. The study verifies that any positive real time engagement can be achieved through increase in personalization, platform optimization and increased use of AI in marketing. A mobile friendly interface, a fast loading website and an AI based recommendations will help them in retaining consumers' interest and conversion better. predictive analytics and machine learning makes it possible for brands to anticipate what their customers need and provide highly relevant content in an attempt to keep brand loyal (Kumar et.al 2018). However, according to the research, big data analytics is important to micro moment marketing by giving a clearer insight into the way the consumers prefer the things and behave. Capturing micro moment opportunity has been done personally, such as using personalized marketing strategies of location based promotions and chatbots for an automated customer interaction. The study, in fact, underscores the significance of voice search optimization in light of the fact that many consumers turn to voice assistants for querying in real time. Without adaptation to this trend, businesses lose the opportunity to attract potential customers, who prefer the hands free, instant solution. However, the study points out that these advantages come with resistance, including the concern regarding the privacy of the data as well as the biases in the data and continuous technological improvements. Along with AI and big data, personalization becomes stronger but organizations need to fulfil data protection regulations to keep the trust of the consumers (Lee et.al 2020). Also, implementing AI driven solutions will add to the financial cost of small businesses. Even so, those companies that spend in real time responsiveness, and on a seamless user experience, break free into the first. Therefore, digital platforms should be optimized for micro-moment interactions to help businesses engage the always on consumers to convert them and improve long term relationship with brands in the increasingly competitive digital space (Oliveira et.al 2020).

Conclusion

The study indicates growing importance of micro mome marketing in the age of digital where decision making of the mam consumer is dictated by real time and intent driven interactions. With mobile technology rapidly propagating, it is important for brands to market themselves accordingly and optimize for mobile platforms, personalise one to one with artificial intelligence and make use of big data to drive their sales. According to research, businesses that place mobile first strategies, fast loading web sites, and AI led recommendations that lead to engaging and conversion driven user experience are done right. Delivering relevant

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and timely content help strengthens brand consumer relations and improve customer loyalty as the brand gets the ability to capture micro moments. Additionally, findings suggest that big data analytics and artificial intelligence are vital to a micro moment marketing, as they help businesses with predictive views of a prospective customer's purchasing decisions. Automated customer support, location based offers as well as recommendations driven by AI helps to improve real time engagement significantlly by customizing the marketing strategies. Also, voice search optimization has become one of the trends, so businesses are getting opportunities to contact consumers who perform voice activated search for instant information. At the same time, however, the study points out the issues of data privacy concerns, algorithm biases, the high costs of AI implementation, and so forth. As such, businesses need to come up with solutions that allow them to comply with data protection laws and to not use a hefty investment in artificial intelligence. Overall, micro-moment marketing is a must have for a business that would want to survive in a growing connected digital world. Effective AI, big data and platform optimization integration can keep consuming companies afloat, get them customer attention, lead to contact in real time, giving them long term success. With consumer behaviors changing, businesses need to keep up with adaptability and proactivity with the use of technology to sit well with the demands of the ever present consumer.

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