

Microspeak: Engagement

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Meetings are so passé. You no longer have a meeting with a customer; you have an *engagement*:

| I have a customer engagement tomorrow and they have a question surrounding Feature X.

Note that this use of the phrase *customer engagement* is different from the process known as customer engagement. The process is an ongoing interaction, a long-term activity to build customer loyalty.

The author of the above sentence is not using it in the process sense (because you don't have "a" customer engagement; rather, a meeting is one component of the overall process of customer engagement). Nope, the author is just trying to sound cool.

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