Executive Bootcamp (Part 2)

The Central Role of CRM in an Engaged Customer Strategy

Customer Centric Business Strategies

Holistic Customer Profile
Identity Resolution (on-line and off-line data)

Customer Acquisition, Retention & Growth

Traditional Media
Social Media
eCommerce
Emerging Technologies

Listening & Data Analytics Platform

Transactional Data
CRM Data
Third-Party Data

Barton Goldenberg
president, ISM Inc.
CRM Evolution 2018
April 9, 2018
Barton Goldenberg

- President & Founder of ISM, Inc.
- Since 1985, ISM has created & implemented Customer-Centric strategies
- Headquartered in Bethesda, Maryland

Awards & Featured Publications
- One of the first three inductees into the CRM Hall of Fame
- Has been featured in Wall Street Journal, USA Today, CIO Magazine, Direct Marketing News, CRM Magazine and many others

Author
- “CRM in Real-Time” (2008)
Specializing in Creating & Implementing ‘Customer-Centric’ Strategies Since 1985

➢ Perform Executive Briefings
➢ Perform Assessments
➢ Create Strategies
➢ Implement strategies

Goal: Help achieve high user adoption & meaningful business impact
Sample ISM Customers
To Learn More About ISM’s Services

Come visit the ISM exhibition booth on the show floor

Booth #206
Executive Bootcamp: Part 1 Summary

Engaged Customer Strategy - Your Roadmap to Success in 2030

#CRMevolution
77% of businesses state that **digital transformation** is their first strategic priority

Source: Altimeter 2016

**Goal: Capture, retain and grow customers awash in the digital sea**
‘Engaged Customer’ Strategy

Customer Acquisition, Retention & Growth

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Identity Resolution (on-line and off-line data)

Transactional Data  CRM Data  Third-Party Data
Get the People, Process, Technology Mix Right

People 50%

Process 30%

Technology 20%
The Central Role of CRM in Engaged Customer Strategy

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#CRMevolution
‘Engaged Customer’ Strategy

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Closed-Loop Customer Engagement

Engaged Customer Strategy

Appropriate customer engagement channels

Structured approach to gather relevant data

Contextual relevance

Actionable data analytics

Holistic Customer Profiles

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## Most Popular Channels (2016)

<table>
<thead>
<tr>
<th></th>
<th>Internet / Web Chat</th>
<th>Social Media</th>
<th>SMS</th>
<th>Smartphone Application</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Generation Y</strong></td>
<td>24%</td>
<td>24%</td>
<td>21% (3rd choice)</td>
<td>19% (4th choice)</td>
<td>12% (5th choice)</td>
</tr>
<tr>
<td><strong>Generation X</strong></td>
<td>21% (3rd choice)</td>
<td>12% (4th choice)</td>
<td>28%</td>
<td>11% (5th choice)</td>
<td>29%</td>
</tr>
<tr>
<td><strong>Baby Boomers</strong></td>
<td>7% (3rd choice)</td>
<td>2% (5th choice)</td>
<td>24% (2nd choice)</td>
<td>3% (4th choice)</td>
<td>64%</td>
</tr>
<tr>
<td><strong>Silent Generation</strong></td>
<td>2% (3rd choice)</td>
<td>1% (4th choice)</td>
<td>6% (2nd choice)</td>
<td>1% (5th choice)</td>
<td>90%</td>
</tr>
</tbody>
</table>

Source: KPCP Internet Trends 2016
Closed-Loop Customer Engagement

Engaged Customer Strategy → Appropriate customer engagement channels → Structured approach to gather relevant data

Contextual relevance → Holistic Customer Profiles → Actionable data analytics
Structured Approach To Gather Relevant Data

Step 1: Gather digital/non-digital information about your customers

Step 2: Analyze it

Step 3: Derive *actionable* insights from it

Step 4: Deploy digital tools to customize & optimize each individual customer’s experience
Branded Social Media Community

Step #1
Social Cloud
Public and Private Communities

Step #2
Social Media Monitoring & Filtering

Step #3
Integration with Social CRM

Step #4
Customer Engagement

Branded Social Media Community

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Closed-Loop CRM

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Imagine your sales & marketing starting with a full picture of every individual – what they really want and like.
Core Concept: Holistic Customer Profile

- Marketing
- Contact Information
- Alerts
- Activities
- Products Purchased
- Financial Information
- Quotes
- Sales Opportunities
- Customer Service
- Dealer Information
- Digital Insights

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No Shortage of Data Analytics Opportunities

- Segmentation
- Look-alike modeling
- Opportunity Sizing
- Acquisition Modeling
- Lead Scoring
- Cross-Sell and Next Best Offer
- Retention/Survival Modeling
- Response Modeling
- Customer Lifetime Value (CLV)

“Everybody gets so much information all day long that they lose their common sense.”
Closed-Loop Customer Engagement

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The challenge: Serving up contextual information to the right person at the right time – *their way, not your way* – during *their* buying window.
Messaging Apps On The Rise

3 billion users
on top four messaging apps per month

60 billion messages
on Facebook Messenger and WhatsApp per day

Chat Apps launched 9 times per day on average; other apps about twice per day

“Less than half of businesses are able to actually connect with consumers via messages”

- Dimension Data
Summary: Closed-Loop Customer Engagement

- Engaged Customer Strategy
- Appropriate Customer Engagement Channels
- Structured Approach To Gather Relevant Data
- Contextual Relevance
- Holistic Customer Profiles
- Actionable Data Analytics
Get the People, Process, Technology Mix Right

People
50%

Process
30%

Technology
20%
Part 2: The Central Role of CRM: Take-Aways

- A solid CRM system is the core for every component utilized within a ‘Engaged Customer’ strategy:
  - Identity resolution
  - Holistic Customer Profile
  - Data analytics
  - Traditional media
  - Social media
  - eCommerce
  - Emerging technologies

- A solid CRM system is also at the core of each step in the Closed-Loop Customer Engagement implementation process

- It is IMPERATIVE your existing CRM system be in place and optimized
ISM would be honored to guide the creation & implementation of a CRM that supports your Engaged Customer Strategy; thank-you for visiting us in Booth #409 if you would like to continue the dialog...
Discussion Time