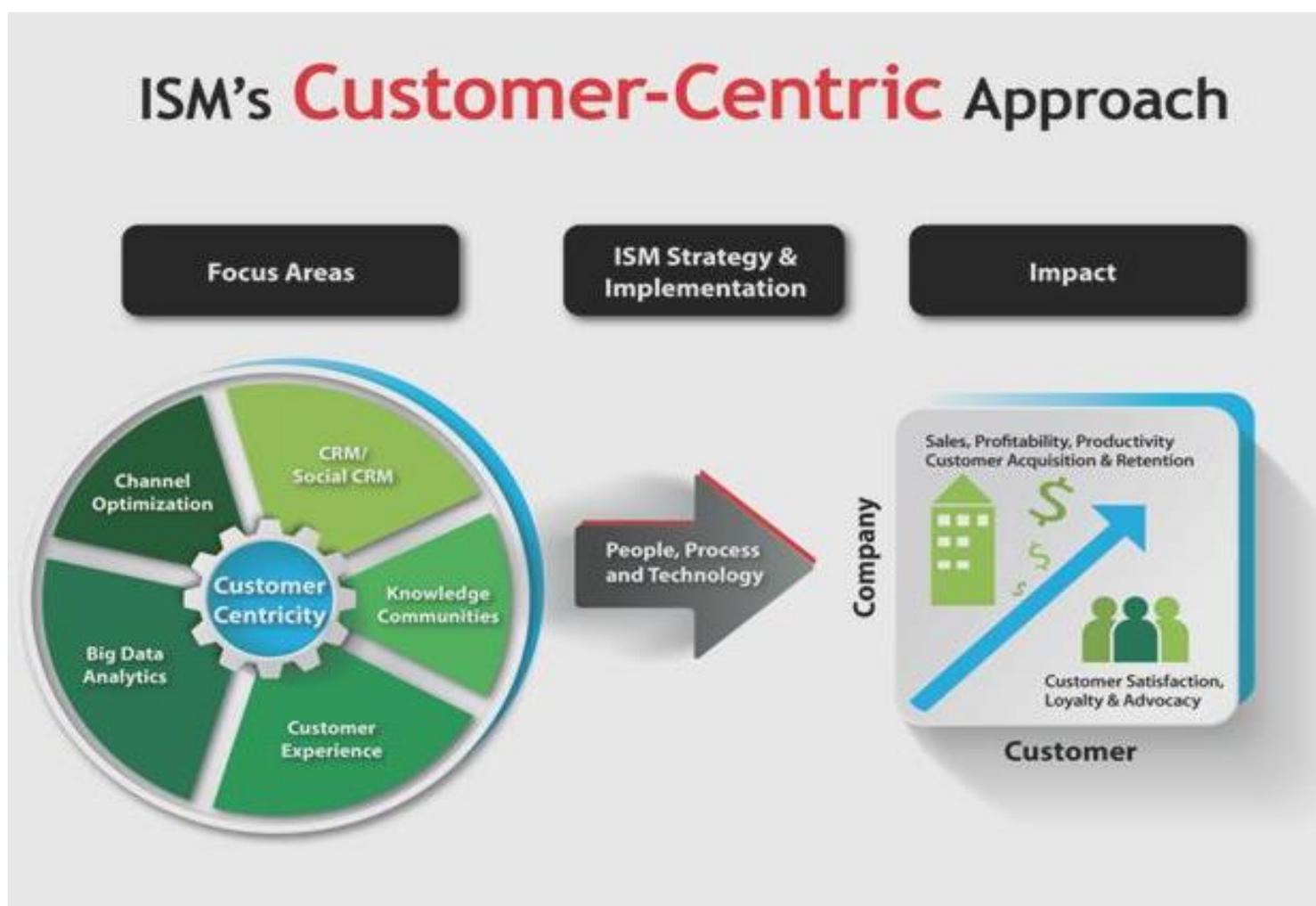


Since 1985, ISM Inc. founder Barton Goldenberg and his team of seasoned professionals have guided best-in-class organizations in the successful planning and implementation of customer-centric business strategies and initiatives. Customers include AAA, ExxonMobil, Giorgio Armani, IBM, Jaguar Land Rover, Johnson Controls, Kraft Foods, Marriott, McGraw-Hill, Nike, PepsiCo, Samsung, Schlumberger, T. Rowe Price, and Zumba Fitness.

ISM's signature "top down/bottom" approach of integrating people, process and technology to ensure the success of customer-centric initiatives is widely recognized as an industry standard. Its solutions in the areas of CRM/Social CRM, Big Data Analytics & Insight, Knowledge Communities, Customer Experience and Channel Optimization are unique to each organization and focused on creating meaningful impact to the company and the customer.



### Customer-Centric Focus Areas

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Written by Administrator

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- **CRM/Social CRM Strategy:** The integration of people/process/technology to create 360 degree customer views and optimize sales, marketing, customer service and social media efforts.
- **Big Data Analytics & Insight Engagement:** The integration, analysis and modeling of internal and external data sources to provide impactful business insights and actionable customer information.
- **Customer Experience Strategy:** The use of creative customer segmentation and Customer Journey mapping to ensure the organization sells the right products to the right customers at the right time in addition to improving the overall customer experience.
- **Knowledge Communities:** The development of internal and external knowledge communities using social media tools and knowledge management principles to create a multi-dimensional customer dialogue and a new company asset – a customer knowledgebase.
- **Channel Optimization Strategy:** The development and implementation of innovative distribution channel strategies that can cut across multiple channels (e.g., stocking distributors, agents/brokers, direct sales, indirect sales, contact centers, self-serve web, social communities) and optimize your overall channel distribution approach.

## ISM Services

- **Executive Briefings** that ensure executive understanding and alignment.
- **Readiness Assessments** to determine an organization's ability to implement a new customer-centric initiative or the effectiveness of a current initiative.
- **Strategies & Roadmaps** to provide vision, strategy, goals, objectives and key people process and technology milestones for design and implementation.
- **Implementation Support** including strategic advisory services, program/project management and people, process and technology subject matter experts as needed to ensure success and deliver initiatives on time and on budget.

## ISM Value Proposition

- Best-in-class **Customer-Centric Strategies** that achieve organizational goals and objectives.
- Proprietary **Roadmaps** that balance people, process and technology to maximize positive impacts to employees and customers.

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- **Top Down/Bottom Up Methodology** that ensures organizational alignment and buy-in.
- **Turnkey Approach** from strategy to implementation that simplifies and expedites attainment of results.
- **Results-Oriented Implementations** that enhance sales, profits, productivity and customer acquisition, retention, satisfaction, loyalty and advocacy.
  
- **Thought Leadership** in emerging technology usage that creates competitive advantages.

Whether beginning, restarting, or growing your CRM, Social CRM, Big Data Analytics & Insight, Knowledge Communities or Channel Optimization Strategy program, ISM can be your trusted advisors to successfully link CRM, Social CRM, Big Data Analytics/Insight, Customer Experience, Knowledge Communities and Channel Optimization tools and techniques to your organization's customer engagement strategy. To find out more about individual ISM consulting services, please click on each individual service listing on the Services & Solutions menu to the right side of this screen.

### About ISM

Since 1985, ISM has specialized in creating and implementing Customer-Centric Business Strategies that leverage CRM, Social CRM, and Social Media tools and techniques. Clients includes the American Automobile Association (AAA), Amtrak, Armstrong, Giorgio Armani, ExxonMobil, IBM, Johnson & Johnson, Johnson Controls, Kraft Foods, Macmillian, Marriott, McGraw Hill, Nike, PepsiCo, Roche, Samsung, Sara Lee, T. Rowe Price, United Way, US Department of Defense, Xerox, and many others. For a full client list, please click [here](#) .