



Integrated Customer-Centric Strategies

The Navigator

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Closed Loop CRM - Five Steps to Maximum Customer Engagement

Engaged customers are more likely to buy from you today, and to be loyal advocates for your brand tomorrow. Developing a strategy to maximize customer engagement is essential in today's digital marketplace, where customers can interact with brands through almost limitless technologies and touchpoints. Yet strategy is meaningless without execution. Effective customer engagement has a tactical aspect as well. It revolves around a robust CRM system, capable of both leveraging current levels of engagement and driving enhanced engagement in the future. I call it Closed Loop CRM.

Channels of Engagement

Closed Loop CRM begins with fully-exploiting whatever channels your company now uses to sell its products and communicate with customers. These sources of customer input and feedback may be online or off-line, and flow through your sales, marketing or customer-service functions – probably all three.

Gather Relevant Data

Next, Closed-Loop CRM requires a structured approach to gathering relevant data from each of these channels. But accumulating data is not enough. You must also be able to analyze and derive actionable insights from it, for use in subsequent interactions and outreach efforts.

Holistic Customer Profile

Data is less useful if it is anonymous, or if it is only available to one part of the organization. A holistic customer profile, or customer master file, takes data from every available channel of engagement, links it to individuals, aggregates it in one place and makes it available across silos. This makes possible seamless collaboration among business units to sell and service customers.

Actionable Data Analytics

New data analytics tools make it possible to link traditional data with internet and social media activity to model and predict customer attitudes, preferences and behaviors. The goal, again, is to develop actionable insights, that can be used to produce a complete picture of individual customer relationships and create precisely-targeted marketing programs.

Contextual Relevance

The key to increasing and sustaining customer engagement is to meet customers in the channel of their preference with the right message at exactly the right time. This means knowing as much as possible about the customer at every touchpoint, and presenting contextual information that recognizes who the customer is, what channel they're engaging through and where they are in their buying window.

Closing the Loop

This brings us back around to channels of engagement. Whatever channels you employ today to sell and service your customers are a good place to start. Make sure you're harvesting all the relevant data they can provide. But then, endeavor to understand other new or emerging channels where your customers can be found, and develop the capabilities to both listen and engage through these channels as well. That's the key to surviving and thriving in the coming digital decades.

Best Regards,

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ISM has been creating and implementing customer-facing strategies to maximize customer engagement for world-class companies since 1985. Give us a call and let's discuss your organization's unique challenges and opportunities.

[Contact Us](#)

New Thought Leadership Video: Can't-miss Trends in CRM and Customer Experience Management

Technology is changing how customers interact with brands and creating new opportunities for businesses to maximize customer engagement. Barton describes new directions every business must navigate in this wide-ranging interview. [Watch](#)

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Engaged Customer Strategy - Your Roadmap to 2030

Today, customers have almost limitless ways to engage brands, using all kinds of devices across hundreds of potential touch points. This is the new normal, and the amount and complexity of available digital information will increase exponentially into the future. At the same time, potentially-available customer data already exceeds the ability of most organizations to harvest and process it. Every firm has strengths in some areas, and gaps in others. The winners in the coming decades will be those that commit today to capabilities to exploit this deluge of data, and to delight their customers by engaging them channel, with exactly the right offer, at exactly the right time.

Read this Executive Summary of ISM's signature concept - a comprehensive approach to gathering and analyzing online and off-line customer data, deriving actionable insights and deploying tools and techniques to increase customer acquisition, retention and growth.

[Complimentary Download](#)

ISM Engaged Customer Strategy

Your Roadmap to 2030

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The challenge for any organization is to decipher which digital avenues impact their bottom, and then to gather, organize, analyze and exploit all that information. The goal is to capture and retain customer and maximize sales through enhanced customer loyalty, satisfaction and advocacy.

To assist, ISM is proud to introduce a comprehensive strategic framework to help any organization (SMB, SOO or B2B/C2C) gather digital and non-digital information about its customers, analyze it, derive actionable insights from it, and deploy targeted digital tools to optimize each individual customer's experience. There are two key components:

The Holistic Customer Profile

At the center of every effective customer engagement strategy is the Holistic Customer Profile - also referred to as the Customer Master File, including (and often within) a CRM system. It is the foundation of every successful customer-centric initiative since it enables organizations to create a comprehensive understanding of each of their customers.

Identity Resolution:

Three different data sources feed into the Holistic Customer Profile:

1. Connected Data - Purchases, service history, returns, etc.
2. CRM Data - Sales lead/opportunity tracking, marketing campaigns, customer service calls, etc.
3. Third Party Data - Customer, demographic, lifestyle and industry specific data.

Activities like direct mail, service calls, contact center interactions, etc., are non-digital and take years off-line. This data provides important insights and must be brought into the Holistic Customer Profile. Similarly, digital contact data like website visits, e-commerce or transaction and social media engagements also must be captured, organized and stored. Most often, this data will be non-personal. New Identity Resolution tools now enable the ability to integrate off-line and on-line customer data, but also to match both anonymous and identifiable data and feed this into individual customer profiles.

Listening and Data Analytics:

With more data produced in the past 2 years than in all previous history, there is no shortage of analytic opportunities. Using listening and data analytics tools, companies can easily seek, capture, segment and understand each customer as a customer group. Customer data flows in both directions - to and from the Holistic Customer Profile - continually creating a more complete picture of each customer's preferences and desires.

With these and other cutting-edge tools, companies can create an all-inclusive understanding of every customer, enabling continual and optimal one-on-one customer engagement.

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