

ISM February 2016 eNewsletter

The Navigator

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Get Your CRM Right...or Else!

In preparation to deliver a keynote speech at a large industry conference this month, I was privileged to interview many conference participants who own businesses in this industry. Sadly, I learned that far too many of them did not have their CRM system optimized, and as a result, they were unable to leverage their CRM investment to better engage with existing and future customers. The problems were all too familiar:

- Dirty or incomplete customer information
- Inadequate customer and transaction data flowing into the system
- Poor user adoption

Because their customer data is dirty and/or incomplete, the value of their customer profiles is greatly diminished. They are not able to perform business analysis to segment customers and offer the right product to the right customer via the customer's channel of choice. They cannot easily recommend the next best offer to their customers. They cannot easily build customer-specific portals.

Because leads coming in from their website were not easily integrated into the lead management functionality within their CRM system, they were unable to create public or, even better, private social media communities to receive meaningful customer feedback and further enhance their customer profiles.

Because they had not mandated the use of their CRM system or set it up so users received the needed "3X" factor (for every piece of information users must input, they need to get at least 3 valuable pieces of information back), their own employees were "resisting" the system or using it in half-hearted ways.

Moreover, they cannot utilize customer-engagement tools-of-the-future like gamification, Internet of Things and more, since all of

Join us at CRM Evolution 2016



The 2016 CRM Evolution Conference & Exhibition takes place in our hometown this year -- **Washington, D.C.** Mark your calendars: **May 23-25, 2016**. Please be our guest at one of ISM's 'meet and greet' events where you will have an opportunity to ask questions and share your thoughts with ISM executive team members. Details to follow.



Hear Barton's Keynote, "**The Recipe for CRM Success**" at the 22nd Annual FSMA Top2Top Conference, Feb. 15-18, in New Orleans, LA

these require a solid CRM foundation. Most importantly, their ability to create and implement a long-term digital strategy is greatly impaired.

I hope my keynote is well received as this is a wonderful industry that I have had the pleasure to work with for more than 30 years, but is it never easy to deliver tough news!

Thanks for reading,



Barton Goldenberg,

President, ISM CRM/Strategic Consultants. Inc.



Read Barton's Article, "**Why Amazon's and Uber's Digital Strategies Excel**," in The January issue of CRM Magazine.

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