



ISM January 2016 eNewsletter

Thoughts for the New Year

Hello,

Allow me to personally wish you, your family and your colleagues a happy and prosperous new year.

2015 turned out to be another outstanding year for ISM in terms of both revenues and accomplishments. At one of our global B2B customers, we are now in a position to harvest 'social' insight coming from their private social media community and integrate this insight into their CRM system to achieve enhanced customer engagement. At one of the most esteemed global financial institutions, after assisting with creation of their [Digital Strategy](#), we are now helping them cost-effectively sell and service customers via multiple digital channels.

As we move ahead into 2016, our focus will be on continuing to leverage our broad expertise to create comprehensive Digital Strategies for our clients. We use a 'hub-and-spoke' model that integrates CRM with powerful technology tools to create coherent Digital Strategies customized to each organization's needs. CRM is the hub. Digital tools like Social CRM, Customer Journey Mapping, Branded Communities, Customer Experience Management, Mobile Apps and other digital activities make up the spokes, which leverage the customer information in the CRM profile to increase engagement and optimize the customer experience.

ISM has been a leader in the CRM industry since 1985 and we have helped several ISM customers during the past year to create and implement their Digital Strategies. It would give me and my colleagues great pleasure to have an opportunity to work with you as well. Thanks for letting me know if and when you might have a few minutes to chat.

All the Best,

Barton Goldenberg,

President, ISM CRM/Strategic Consultants. Inc.

Prediction:

2016 will be the year that digital customers transform the way organizations market, sell and service their offerings – ARE YOU READY?

To prosper in 2016, you need to make sure your organization offers the same level of sales and service excellence that Internet best practices companies like Amazon, Zappos and Disney provide. These organizations have raised the customer experience bar to the point that customers increasingly expect all companies to offer a similar level of excellence.

To keep pace, here are the three things you need to do:

- Master which channels (e.g., web, social, mobile, contact center, bricks & mortar, other) your customers are using to buy and service your offerings.
- Create or enhance your digital strategy to achieve both high customer satisfaction as well as high contribution margins as customers happily migrate to your lowest 'cost-to-serve' channel(s).
- Execute a solid action plan to implement your 2016 digital strategy in bite-size chunks.

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.

Trusted Experts Dedicated to Creating and Sustaining Lifetime Customers

[Follow Us](#)