

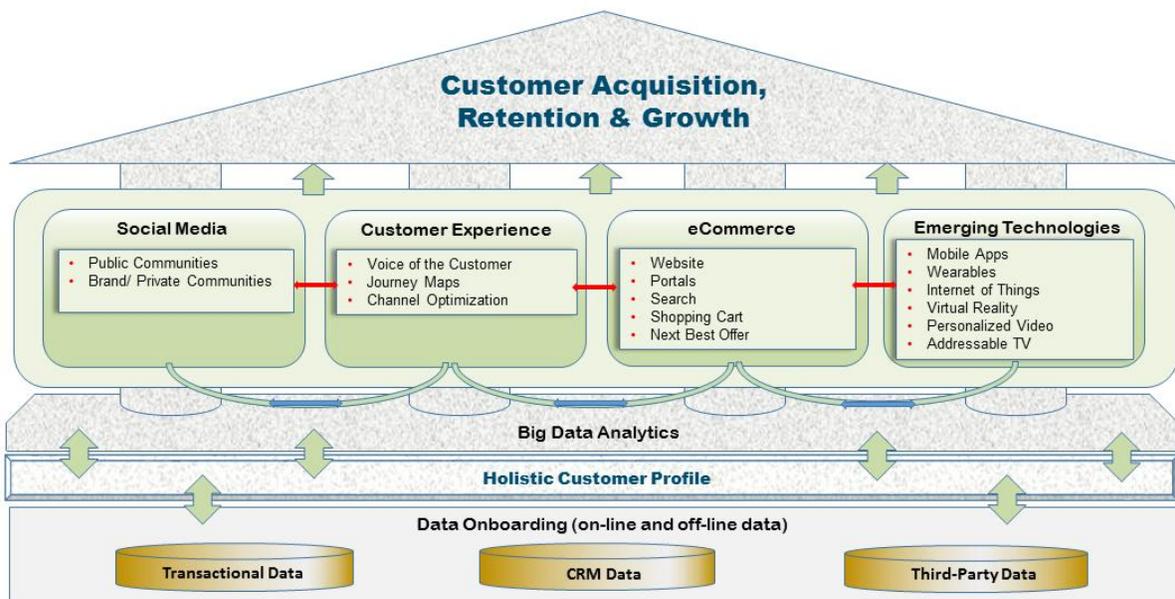


The Navigator

ISM NEWS & INSIGHTS - SEPTEMBER 2016

Integrated Customer-Centric Strategy

More than 80% of all buyers have completed substantial online research prior to meeting with a sales rep, and most of these buyers have already made up their mind regarding what they want to purchase. So unless you are at the right place at the right time with the right message for your buyer, you risk being 'out-of-sight/out-of-mind' with your buyers and losing sales to your competition.



To mitigate this risk, you need to know your customers well – particularly their on-line or digital behavior (e.g., where do they go to learn about your products/services, what is important to each buyer, e.g., price, security, after-sale service, etc.). Successful companies put into place an Integrated Customer-Centric Strategy that not only integrates

these needs into each buyer's holistic customer profile but also pro-actively integrates 'digital insight' coming from multiple digital pillars including Social Media, Customer Experience, eCommerce sites, and Emerging Technologies such as mobile apps, wearables, Internet of Things and more.

To discuss your particular situation, contact me!

Best Regards,

Barton Goldenberg
President

Mastering Digital Transformation with CRM Powered by bpm'online

Digital transformation is becoming more and more essential for the companies that aim at improving their business activities, processes and models. Recent studies state that 77% of businesses define digital transformation among their prime strategic priorities. Moreover, companies that have already undertaken it observe 26% higher profits than their industry competitors.

Join the webinar and you will:

- Learn what digital transformation is, and what is driving it
- Review a structured approach to achieving successful digital transformation, including both process and technology components
- See why CRM is the foundation of the digital transformation process
- Gain insight into how BPM'online tools and techniques contribute to successful digital transformation
- Learn about key obstacles to achieving digital transformation

Join us for this
thought-provoking webinar

Thursday, September 29
11:00 AM EDT

Register

Presented by



Barton Goldenberg,
Founder & president of ISM, Inc.

Michael Rooney,
SVP and General Manager
bpm'online

bpmonline

If you no longer wish to receive email from us, click here to [unsubscribe](#).

ISM, Inc.
6900 Wisconsin Ave., Suite 505
Bethesda, MD 20815, USA
(310) 656-8448
Contact@ismguide.com