



Integrated Customer-Centric Strategies

The Navigator

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Transforming Customer Data into Value

Today, more than 11 billion Internet-connected devices produce more than 8 zettabytes of data per year. By 2025, forecasts call for 80 billion devices and 180 zettabytes of data, respectively. The amount of data available to help you better understand your customers and their interactions with your brand(s) is greater than ever, and it will continue to grow exponentially. The challenge is that you and your company must learn how to drink from this 'digital firehose' in order to survive.

As you consider how to do this, let me share with you 6 important trends to keep in mind:

1. **Data mastery:** Every year there will be more users, more devices and more sources of data. Keep an eye on what Google, Apple, Facebook and Amazon are doing to lead the way in terms of transforming customer data into value. For example, in the financial services sector, these companies are already leveraging their unmatched data knowledge to challenge traditional players with mobile payments, digital wallets, peer-to-peer, and even lending services.
2. **Precision analytics:** As data privacy concerns increase, especially in the EU (General Data Protection Regulation starts in May 2018), the focus will shift from collecting every possible piece of information to collecting only the information required to give the customer what they need at each step in the customer journey. All the information you collect should be actionable, and you will need to learn to make the most of the restricted data you are allowed to maintain.
3. **AI to the rescue:** Organizations will increasingly use AI – inclusive of machine learning and deep learning – to detect customer usage patterns, to solve customer service issues by analyzing product information, and to help exploit unstructured data like pictures, posts and

videos.

4. **Personalization:** This is likely to take the form of personalized websites based on customer personas or previously stated interests, personalized apps, personalized videos and more.
5. **Timing is everything:** Better data analytics will enable companies to improve the timing of offers and act on customer data while it is still fresh. Remember that the digital customer journey starts well before the first sales contact. For example, the customer journey for car insurance starts 60 days before customers receive their first quote and involves an average of 15 touches.
6. **Data partnerships:** Companies will turn increasingly to data partnerships to remain competitive with data giants like Amazon and Google. Current examples include the AmEx/Acxiom partnership, multiple credit card companies partnering with airlines and hotels, homeowners' insurance companies who partner with mortgage companies, etc.

The exploding volume and frequency of data provides a wonderful opportunity for companies to understand their customers and prospects in a hyper-focused way. Properly collected and analyzed customer data can deliver increased business revenue, bigger wallet-share, and happier and more loyal customers willing to advocate for your company's brand(s). But it also represents a significant risk of getting caught in a 180-zettabyte flood if you and your company do not get in front of this now.

Best Regards,

Barton Goldenberg
President

301-656-8448

bgoldenberg@ismguide.com

www.bartongoldenberg.com

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 challenge and opportunities.

Contact Us

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 developing capabilities to exploit this deluge of data, and to delight their customers by engaging them in their preferred 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 activities impact their business, and then to gather, organize, analyze and exploit this information. The goal is to capture and retain customers and maximize sales through enhanced customer loyalty, retention and advocacy.

To assist, ISM is proud to introduce a comprehensive strategic framework to help any organization (SMB, SOE 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 Foundation

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, enabling most often within a CRM system. It is the foundation of every successful customer-centric initiative since it enables organizations to derive a comprehensive understanding of each of their customers.

Identify Resolution:
Three different data sources feed into the Holistic Customer Profile:

1. Transactional Data - Purchases, transactions, returns, etc.
2. CRM Data - Sales lead/opportunity tracking, marketing campaigns, customer service calls, etc.
3. Third Party Data - Customer demographic, interest and hobby-specific data.

Activities like store visits, service calls, contact center interactions, etc. are non-digital and take place off-line. This data provides important insights and must be brought into the Holistic Customer Profile. Similarly, digital content data like website visits, e-commerce transactions and social media engagements also must be captured, organized and stored. Most often, this data will be anonymous. Some Identity Resolution tools not only provide the ability to integrate all line and on-line customer data, but also 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 analyze user, device, segment and understand each customer or 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 new tools, companies can create an all-inclusive understanding of every customer, enabling continued and optimal care on one customer engagement.

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ISM, Inc.
6900 Wisconsin Ave., Suite 505
Bethesda, MD 20815, USA
(301) 656-8448
Contact@ismguide.com