

The Tools Behind Customer Engagement

How CRM, web, social media and other tools can help create tighter relationships with customers

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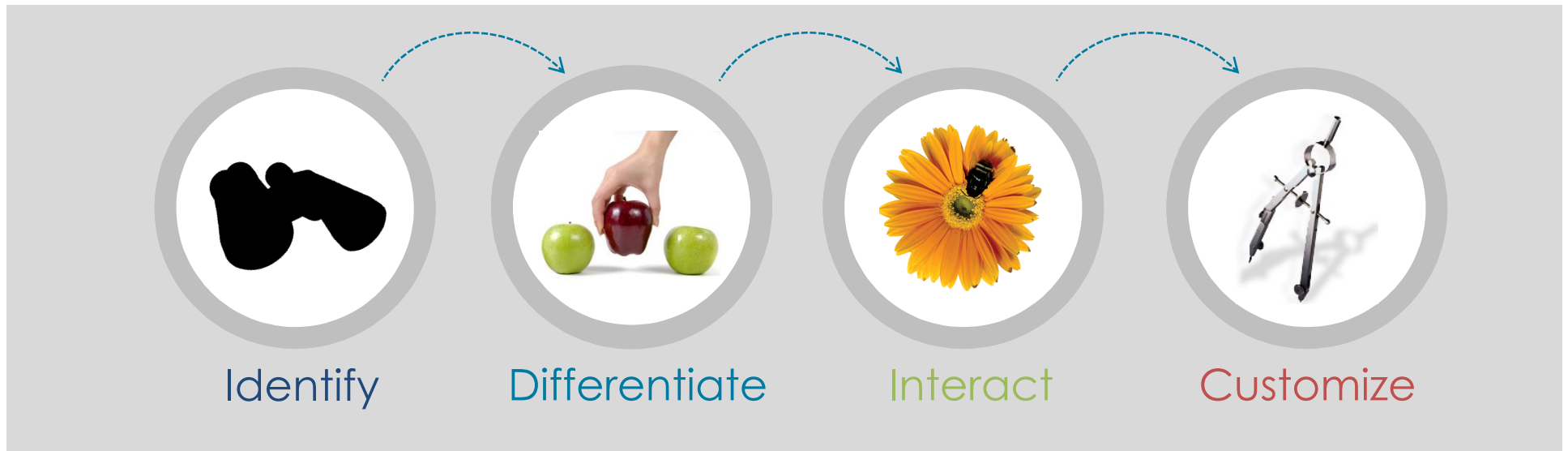
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Get Personal



Treat **different**
customers **differently**

Customer Relationship Framework



Identify

Differentiate

Interact

Customize

...customers as unique addressable individuals

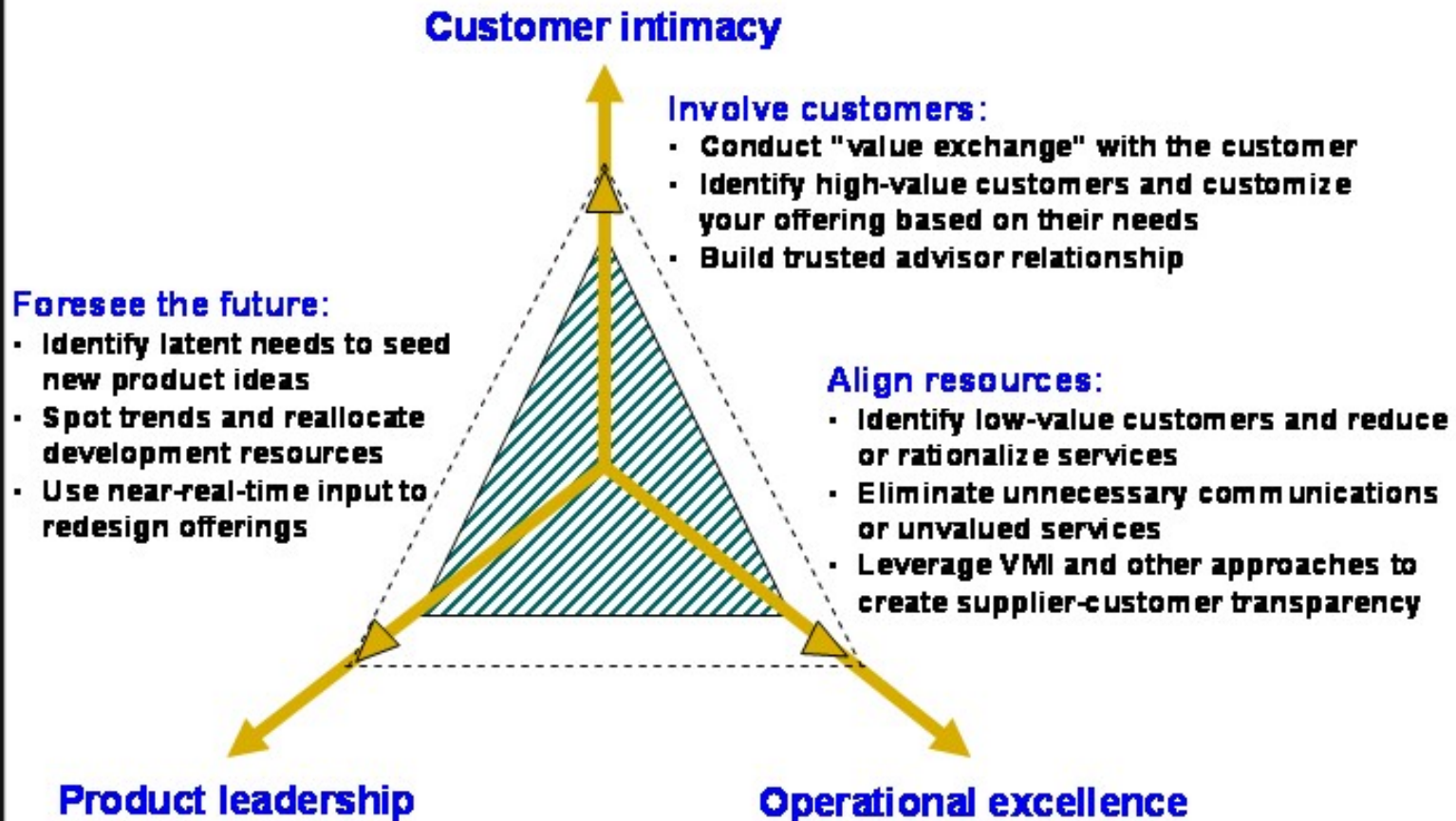
...by value, behavior and needs

...more cost - efficiently and effectively

...some aspect of the company's behavior, offerings, or communications

CRM actually benefits each of these strategies

Benefits depend on the nature of the business strategy being implemented:



Mistaken Perceptions About CRM

CRM isn't just software – building effective customer relationships requires a careful blending of **people**, **processes** and **technology**.



The Potential Reach of Social Media

Surging Growth of Social Networking

- Over 8 million Twitter users and fastest growing online site
- 36 million LinkedIn users
- 400+ million Facebook users

The Importance of Connecting with the Social Customer

Adam Sarner, Gartner analyst, contends that in social networking, “CRM is where you are going to see the ROI in the business model as opposed to anywhere else. It’s all about connecting and engaging in new ways with customers.”

Technologies that help foster engagement

- Customer Experience Management
- Enterprise Feedback Management
- Web portals
- Polling technologies
- Incentive programs



Each company has its own competitive profile



- Foundational Principle: “Building Trust, One Customer at a Time”
- Focus on “scope”: personal representatives assigned to understand needs of high-value shoppers, increase share of customer
- Rely on suppliers to provide innovative and trendy products
- Cater to upscale consumers who are less concerned with obtaining “lowest price available”
- **IT need: customer-facing systems and CRM applications**