



CustomerTouch

Creating heightened customer management through time-proven business modeling

What we know, what statistics show, is that the cost of acquiring a new customer is generally five times greater than holding onto the one you already have.

Managing that relationship, keeping your customer satisfied depends on an unbiased examination of how your business practices compete with other successful companies.

CustomerTouch is designed to help you harness customer data and, from it, implement a customer relationship management (CRM) program that works. That results in a distinct competitive advantage and greater profits.



Your company will benefit by:

- > Creating the means to increasing revenue, reducing selling cycle time, reducing the cost of delivered services, increasing customer retention rate and focusing on the most profitable customers
- > Identifying the challenges facing the organizations' sales, marketing, customer and field service personnel
- > Developing a strategic plan for delivering better business results and profits
- > Managing the CRM process that assures acceptance by sales, marketing, customer and field service
- > Applying the best-of-breed software solution that is free from bias, assuring an economical, speedy and scalable solution

The steps to start using CustomerTouch include interviewing key employees and management within the organization to determine:

- > Management's vision for becoming customer-centric
- > Organization's readiness
- > Organization's business model review
- > Customer care process analysis—information flow
- > Proposals for IT architecture
- > Return on investment analysis
- > Project plan and implementation

The Strategy International CustomerTouch project plan is clearly defined. Strategy International's customer support team supplies continuous support to your company as it learns how to effectively use these new customer relationship management tools.



Case Study

Due to the sensitivity of some of our projects, certain clients have asked to remain anonymous, in which case we have provided a description of the project and the industry in which it relates.

1. The Problem

A top-tier printing company industry leader was in trouble

- A once-thriving printing company was in decline and needed strategic advice to stay on top of the industry. The company's sales management team had become fragmented and disjointed among many of its operating groups and sales representatives.
- As an established Midwest USA printing company, it had historically focused on its wide customer base for growing its core printing business. Due to industry conditions, growth had greatly slowed.
- The company needed to proceed carefully to overcome substantial organizational resistance to any new initiative that could jeopardize the core printing business and its growth.

2. The Approach

The Strategy International Team was asked to evaluate their current customer relationships, assess the company's capability to service them and how to further develop these relationships.

3. Recommendations

Create improved communications through Internet based network – Strategy International recommended the design and installation of the Internet-based network that tied together several operational divisions. The new system was capped off by one consolidated database.

4. Results

Internet-based network implemented

- The on-line network allowed the company to consolidate its customer account management, increase sales revenue by more deeply penetrating its major accounts and significantly improve customer management services.

The Strategy International Approach

- To ensure that all client engagements are efficiently and effectively executed on time and to the agreed budget
- To develop, lead, motivate and enhance the client team and to inspire the team to be innovative and proactive in problem-solving
- To work closely with the senior management team to add value to identify and solve problems
- To manage and oversee all stages of the client engagement, providing excellence and industry best practices

Strategy International is a leading, international provider of integrated strategy management tools and technology solutions for business, education and professional companies. Strategy International's management strategies serve the needs of senior management executives, sales and customer service teams with products and services that are time-proven in many leading companies worldwide.

Strategy International serves the middle-market with innovative products and a full range of strategy management solutions incorporating research, business analysis and implementation experience and solutions.



360° Corporate Profiling

Increasing profits through in-depth company analysis



Sales Advantage

Providing prospective customer intelligence through specialized research



Customer Touch

Creating heightened customer management through time-proven business modeling



Customer Satisfaction Research

Tracking company performance against your customers' expectations



STRATEGY
INTERNATIONAL

5813 E. Riverside Boulevard • Rockford, IL USA 61114-4963
Phone: 815.226.0038 • Fax: 815.226.8890 • www.strategyinc.com