

How Customer Data can Generate Higher Revenues

As a Marketing Executive, the following tasks are critical to your success:

- Allocating marketing resources to your best customers
- Demonstrating which marketing investments are generating returns
- Finding sources of untapped revenue

An effective framework for managing your customer information can address these realities.

Customer Management Process

Perspective

Selection



Acquisition



Retention



Growth



Objective

Screen unprofitable customers
Target profitable customers
Target advocates

Communicate value proposition
Customize mass marketing
Acquire new customers

Provide an active community
Provide service excellence
Create highly loyal customers

Cross-selling
Up-selling
Customer education

Metrics

Contribution by segment
% profitable customers
Community use

Brand awareness
Campaign response rate
lead/conversion rate

community posts
Service levels (by channel)
Customer lifetime value

products per customer
% purchases in new category
Blogs posts

Work Shop Agenda:

- **Identify** and **outline your objectives** to successfully manage your customer base.
- Detail the **metrics** required to support your objectives.
- Perform a **data assessment**
- Provide a roadmap showing **implementation roadmap** and **work effort estimates** for each of your milestones.

Get started today!

To learn more, contact:

Craig McQueen

Vice President,
Business Intelligence Solutions

416-304-1338 ext. 19

CMcQueen@agorainc.com

Advise

Provide overall strategic consultation, usually at the early stages of a technology project.

Assist

Supply IT professionals to assist and support your team in developing or implementing technology solutions.



Accomplish

Create and deliver IT solutions on your behalf, often from start to finish.



Agora

Enabling your business through technology

Agora Consulting Partners Inc.
960-36 Toronto St.
Toronto, ON, M5C 2C5

Tel. 416-304-1338

Fax. 416-304-1677

www.agorainc.com

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