

# Global Customer Management Research Survey

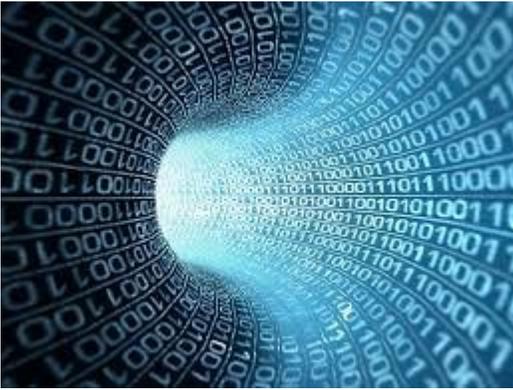
How do the best organisations in the world leverage customer information and technology to drive customer engagement?

Customer Connect Australia

The Customer Framework (UK)

# Data and Technology in Customer Management

## State of the Nation Research 2015-2020



“How are the best companies in the world driving customer excellence in today’s digital world?”

### Customer engagement in digital world

Globalization, commoditization of products and price convergence give customers more choice and power than they have ever had. Customers can search for products, compare prices and specs, check reviews and discuss with others before they speak to you, visit your store or look at your website. In a digital, social and mobile world, media fragmentation makes it harder to deliver relevant and personal experiences. Customers receive more advertising messages than ever but can choose to focus only on the most relevant. These changes have been so rapid that they constitute a revolution, not an evolution, in how customers and businesses relate to each other.

### Customer Management is changing

This revolution has changed the nature of ‘customer management’ as the locus of control of the ‘relationship’ shifts from brand to customer. Customers increasingly select products based on whether they trust the brand and engage with its promised and delivered values. Trust and engagement are reinforced through the customers’ experience of dealing with organisations or using products. Getting the basics of customer service right is vital, but delivering a personalized, relevant experience consistently requires businesses to understand customers and organize themselves to engage them whenever and however customers choose. This includes enabling various channels or media, wherever customers are (e.g. office, home, store, out and

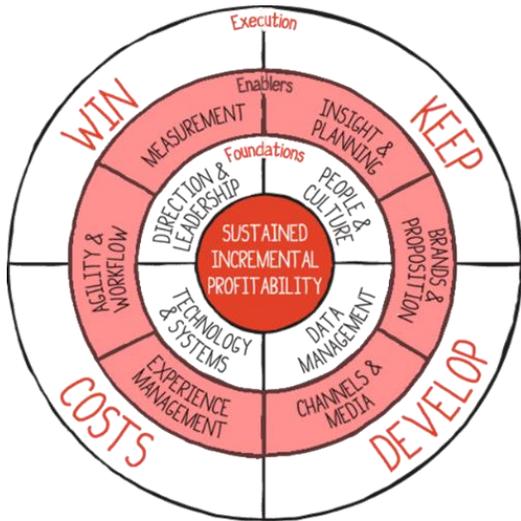
about), and recognizing the customer lifecycle stage (e.g. prospect, enquirer, new customer, at risk customer, active complainer, regular customer, high value customer, past customer).

### The role of data and technology

The ability to integrate masses of data from many sources and manipulate and visualize it can provide valuable insight not just into what customers do and how they buy, but also why they do it and who influences them. Better insight combined with ‘precision marketing’ to known and unknown customers can help marketers build their brand story and deliver relevant, personalised experiences to build engagement via almost every medium and channel. Insights on which activities work best help businesses manage the cost of customer engagement.

### How is data and technology actually being used, in practice?

This global SCHEMA® research program identifies what businesses are doing to rise above competitors. Our benchmarks show that most businesses are trialing many technologies and approaches but are uncertain how to maximize ROI. That is why this research is being commissioned. Customer Connect Aust. (CCA) in partnership with The Customer Framework UK (TCF) will investigate the ‘state of the nation’ in the use of data and technology in marketing, sales and service.



SCHEMA Model of Customer Management

## The Research

The research will focus on the business use of data and IT to drive customer engagement. It will seek to understand:

- 1 How organisations are evolving the way they manage customers in a data-driven, digital world
- 2 Where they are investing now and where they plan to invest
- 3 What they see as most important capabilities – now and in the future
- 4 Which capabilities give the biggest impact on business performance
- 5 Whether and how this differs by sector, geography, strategic focus and maturity.

Insights and best practices from the SCHEMA® global benchmark base (which contains data on customer engagement capabilities of over 100 organisations) have been used to design the questionnaire. Each of the questions in the questionnaire explores how data and technology is applied to engage customers. Each of the practices covered has been used by leading businesses to drive engagement and profit but no businesses we know of use them all, yet.

The survey is for senior managers in marketing, sales, service, insight and market research, IT or any other ‘customer related’ function and involves a 45 minute online questionnaire.

## What are the outcomes?

In return for your involvement each organisation will receive:

- 1 A report which feeds back your highest priorities, biggest change areas and current state positioning versus a global benchmark. This is generated at the conclusion of the questionnaire.
- 2 A benchmark report will be produced for each client-participant at the end of the programme.
- 3 A comprehensive ‘State of the Nation’ report on the findings from the research and observations from experts about how data-driven

marketing, sales and service drive customer engagement and profit.

Importantly you will gain a deeper understanding of the trends, opportunities, tools and methods that other marketers and IT specialists are using to exploit data and technology to drive customer engagement.

## How to participate

To be part of this groundbreaking research and insight into what drives the best companies in the world towards customer excellence in the digital world, contact Customer Connect at email [info@customerconnect.com.au](mailto:info@customerconnect.com.au), call +61 2 9430 6377, or visit [www.customerconnect.com.au](http://www.customerconnect.com.au)