

Så lyckas du med Next Best Action marketing - kundlojalitet i en datadriven värld



Loyalty Conference, 170928

Camilla Cramner, Founder & Consultant

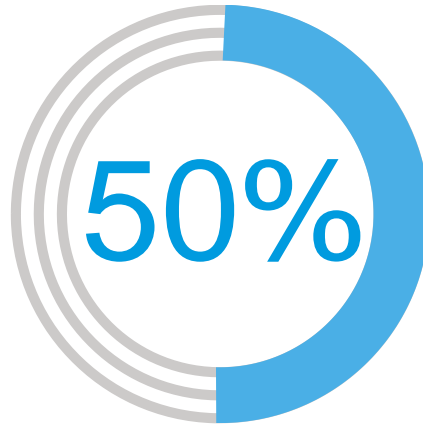
Customer experience is becoming the differentiator

- By 2020...



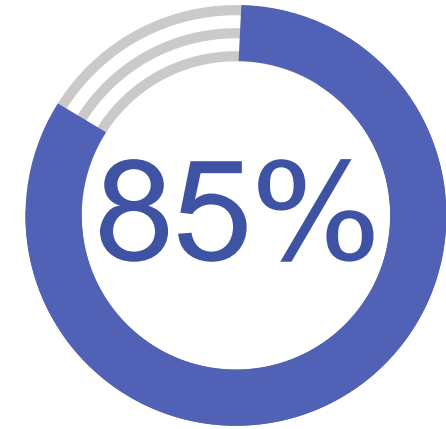
By 2020, **customer experience** will overtake price and product as the most important brand differentiator.

Source: WalkerInfo



By 2020, **50% of product investment projects** will be driven towards customer experience innovations.

Source: Gartner



By 2020, **customers will manage 85% of their relationship** with the enterprise without interacting with a human.

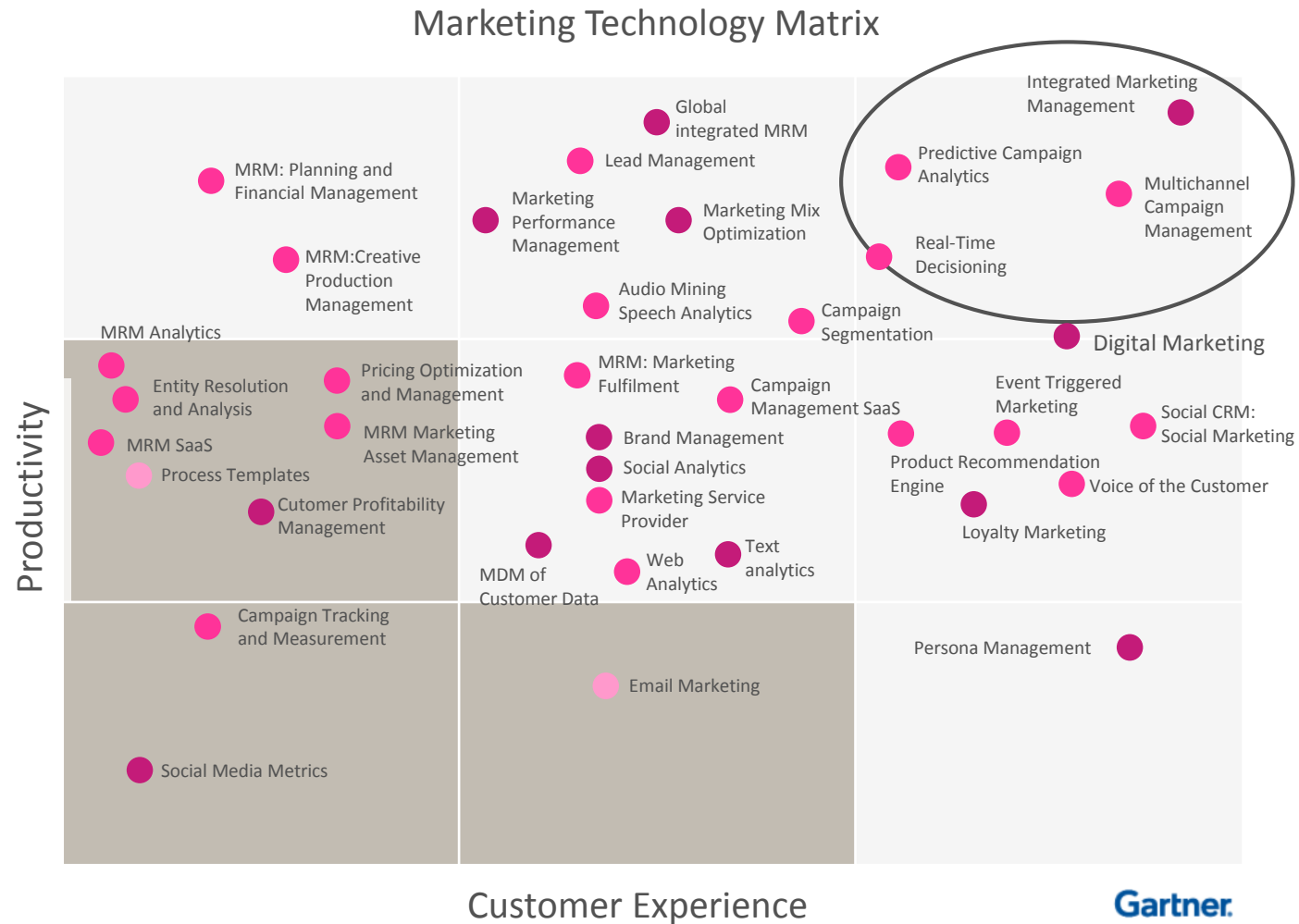
Source: Gartner

The art and the science of marketing...



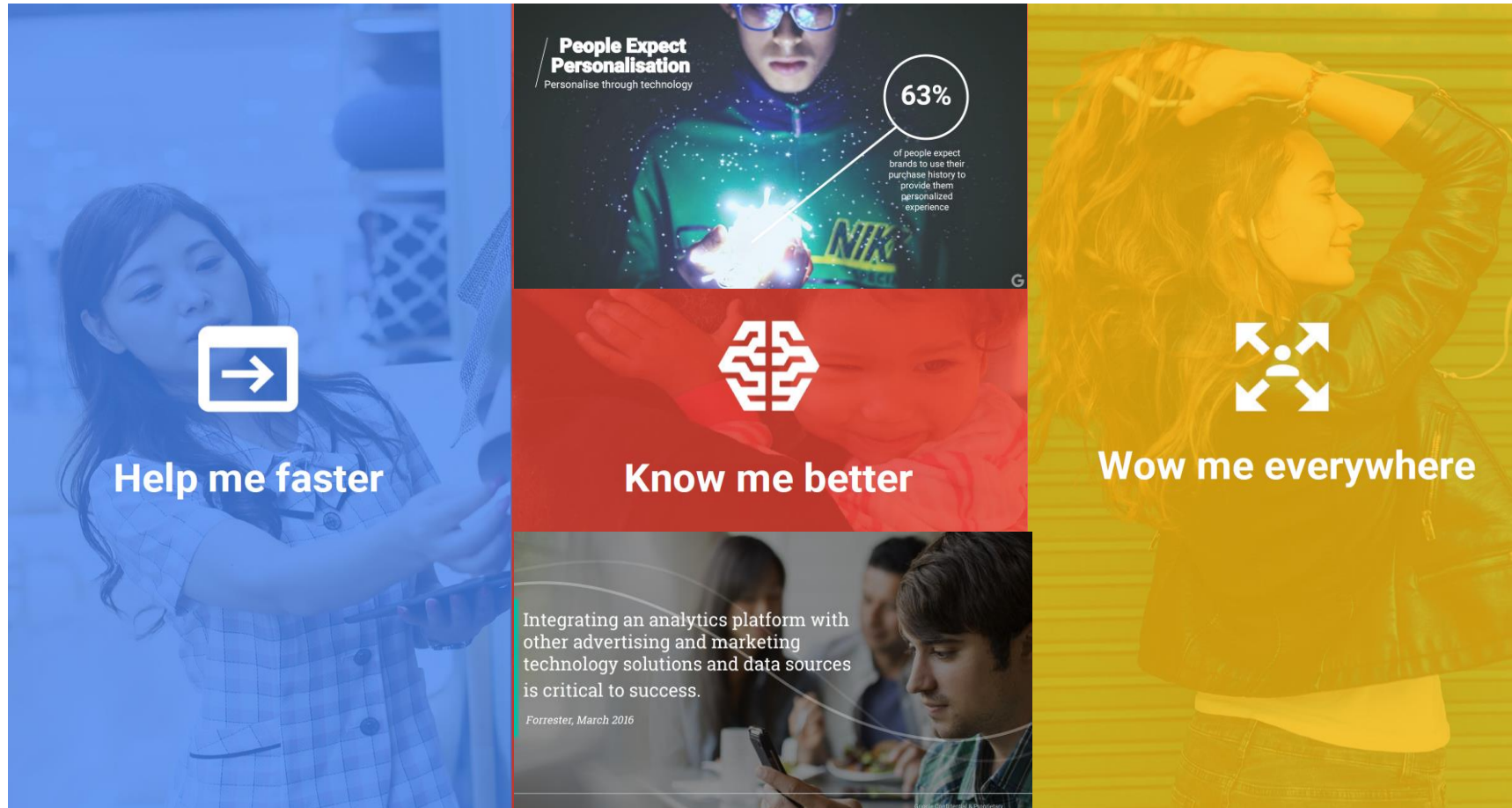
Source: DMA, CEO Saatchi & Saatchi

Productivity and Customer Experience Orchestration driving Multichannel campaign management and analytics

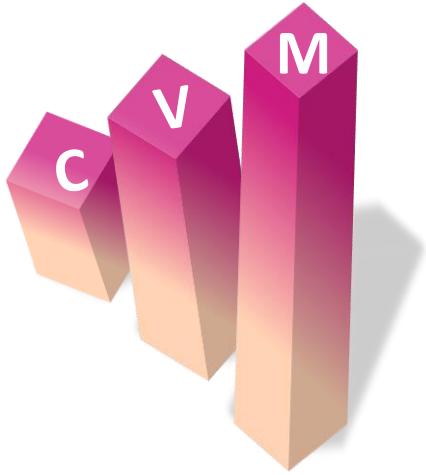


Gartner.

Google: The Customer, Personalization and the age of assistance



CVM och Next best action – för dig i framkant



Next-best-action marketing is a customer-centric [marketing](#) paradigm that considers the different actions that can be taken for a specific customer and decides on the 'best' one.¹

From Product to Customer and from data to impact:

CVM shifts the focus of the enterprise from managing products or marketing campaigns to managing the profitability of each individual customer over the entire life of the relationship.

Instead of asking:

- *Who will respond to a 10% off promotion?*

a customer value manager is driven to understand:

- *Who is this customer, and what can I offer to increase their lifetime value?*

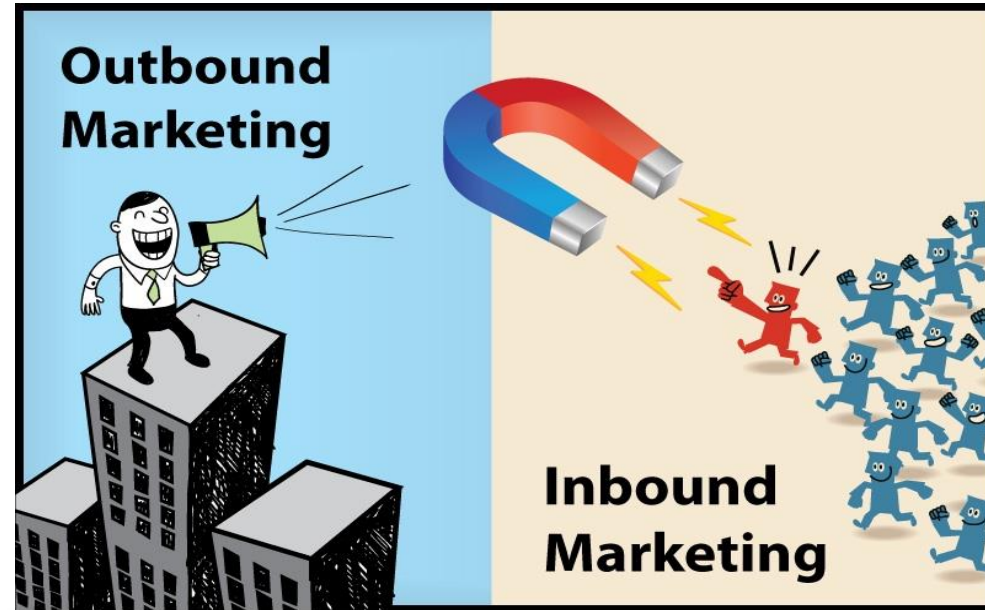
CVM - Global implementation of multichannel marketing automation for Next Best Action marketing

What is the best message for any customer at any given moment
-Inbound
-Outbound



The Case for Inbound Marketing

- The customer is actively engaged – by choice
- Customer needs are more transparent
- Turn every interaction into an opportunity
- The “right time” might be right this second

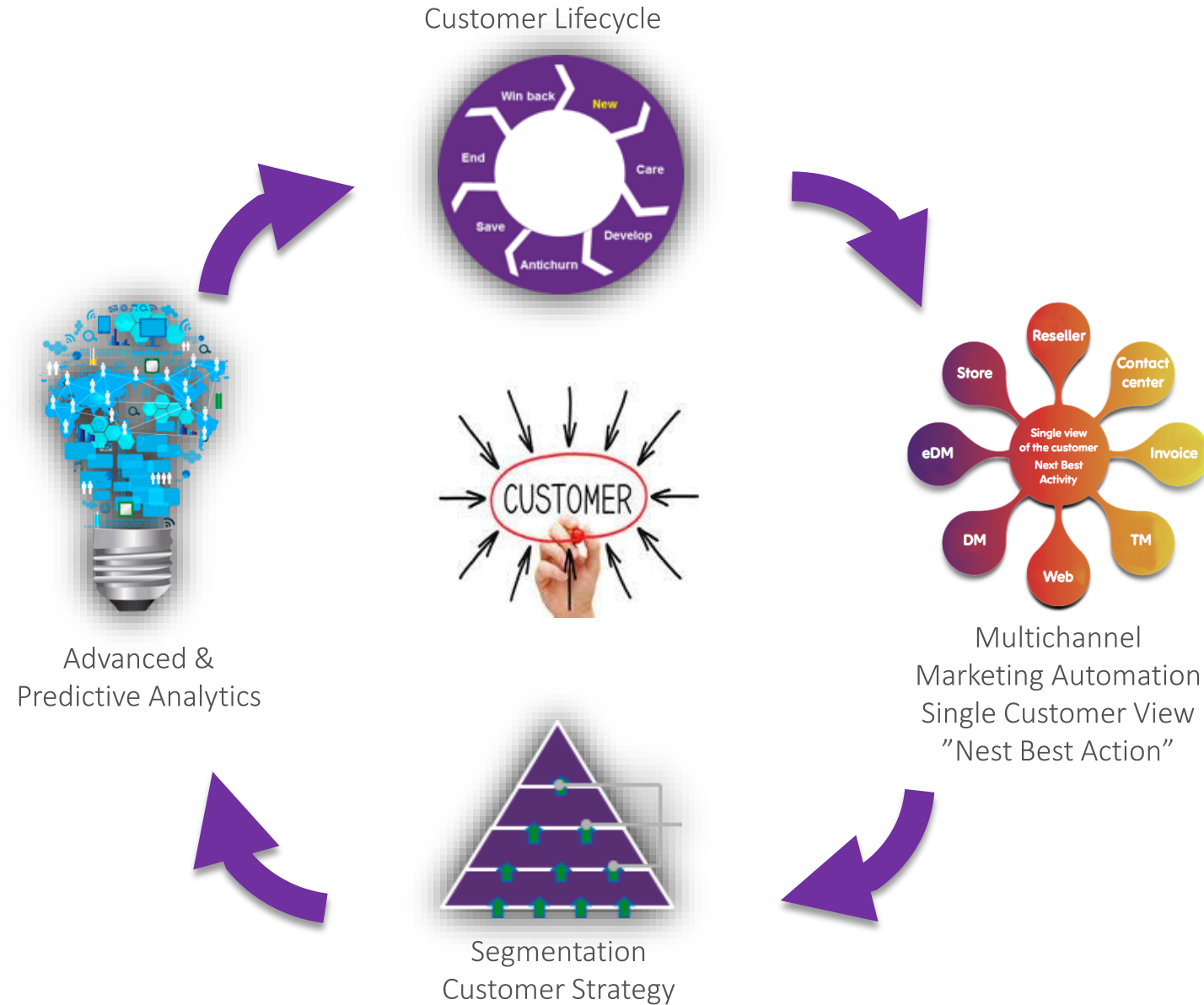


Gartner

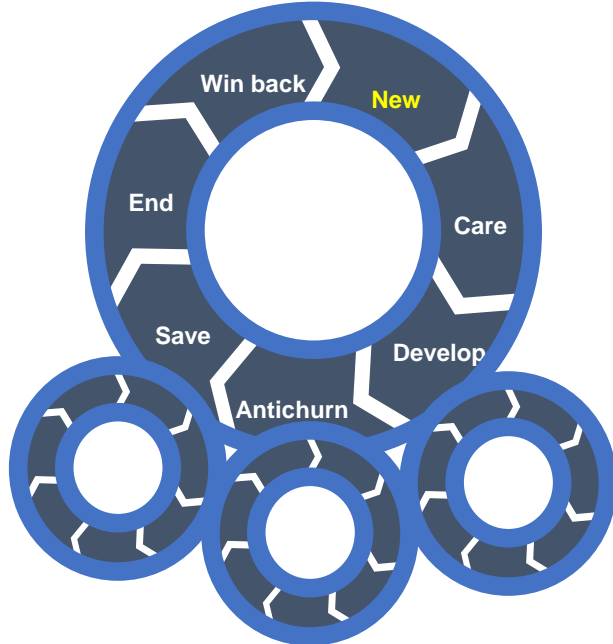
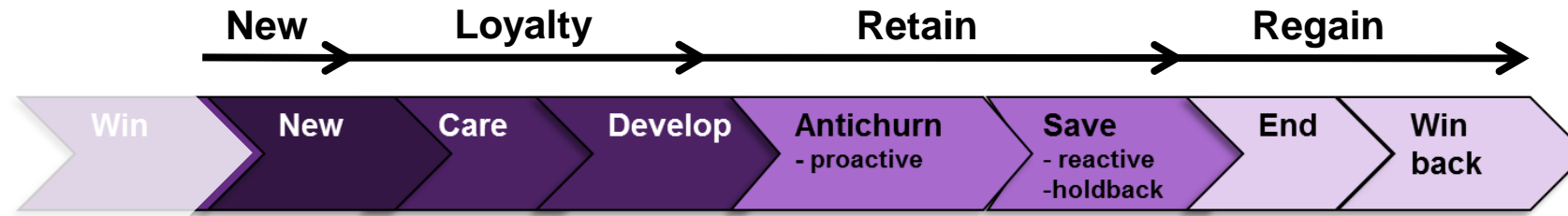
“Inbound marketing techniques have about 10 times the response rate of non-targeted outbound campaigns.”

– Gartner, “Five Business Benefits to Be Gained From CRM Multichannel Campaign Management Inbound/Outbound Integration”, Adam Sarner, Gareth Herschel

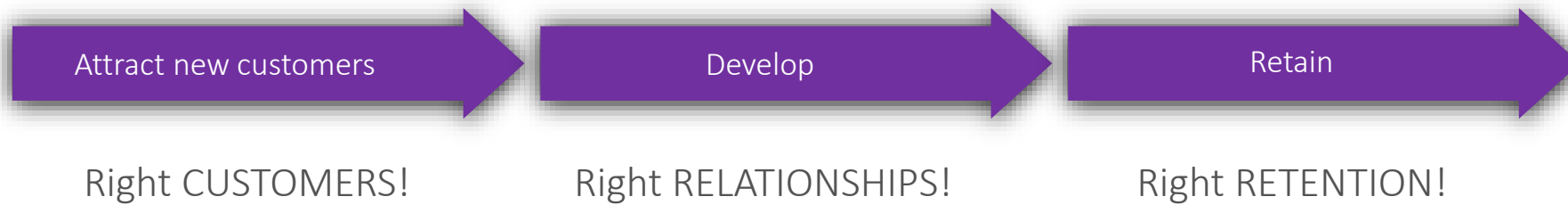
CVM Pillars – four areas to master



Customer lifecycle – backbone for structured recurring communication and holding on to the customer



”The right message to the right customer
at the right time in the right channel”



Challenges and Success Factors

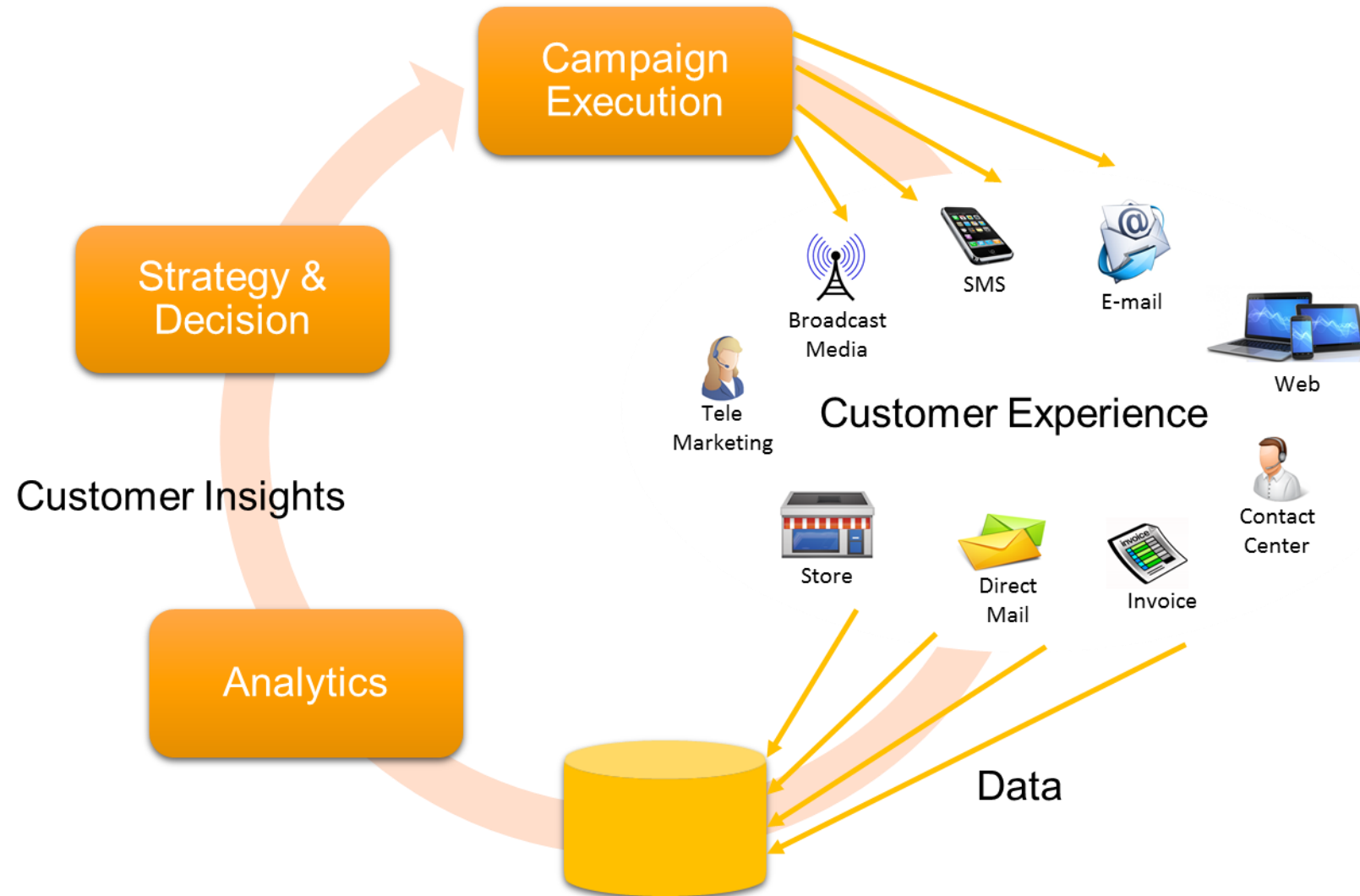
- Engaging Vision, Anchoring top mgmt., Business case
- Program set up – MA/IT roll out, business activities
- Business driven – cooperation IT, channels
- Change management, new roles and competencies
- Customer lifecycle starting point
- Stamina – it never ends!



From Product to Customer, From Data to impact – fully automated



Future: Customer Experience and CRM fusion...



TACK!

camilla.cramner@loyaltyfactory.se