

Consumer Connect for Revitalizing Businesses

Achieving Customer Focus

February 2010

Focussing on customers is critical to business strategy

Organisations need to focus on both wooing new customers and retaining the existing customers as a key component of business strategy

Need is to build deeper relationships with customers through a more meaningful engagement

Ensuring high levels of customer service is critical to increasing customer loyalty

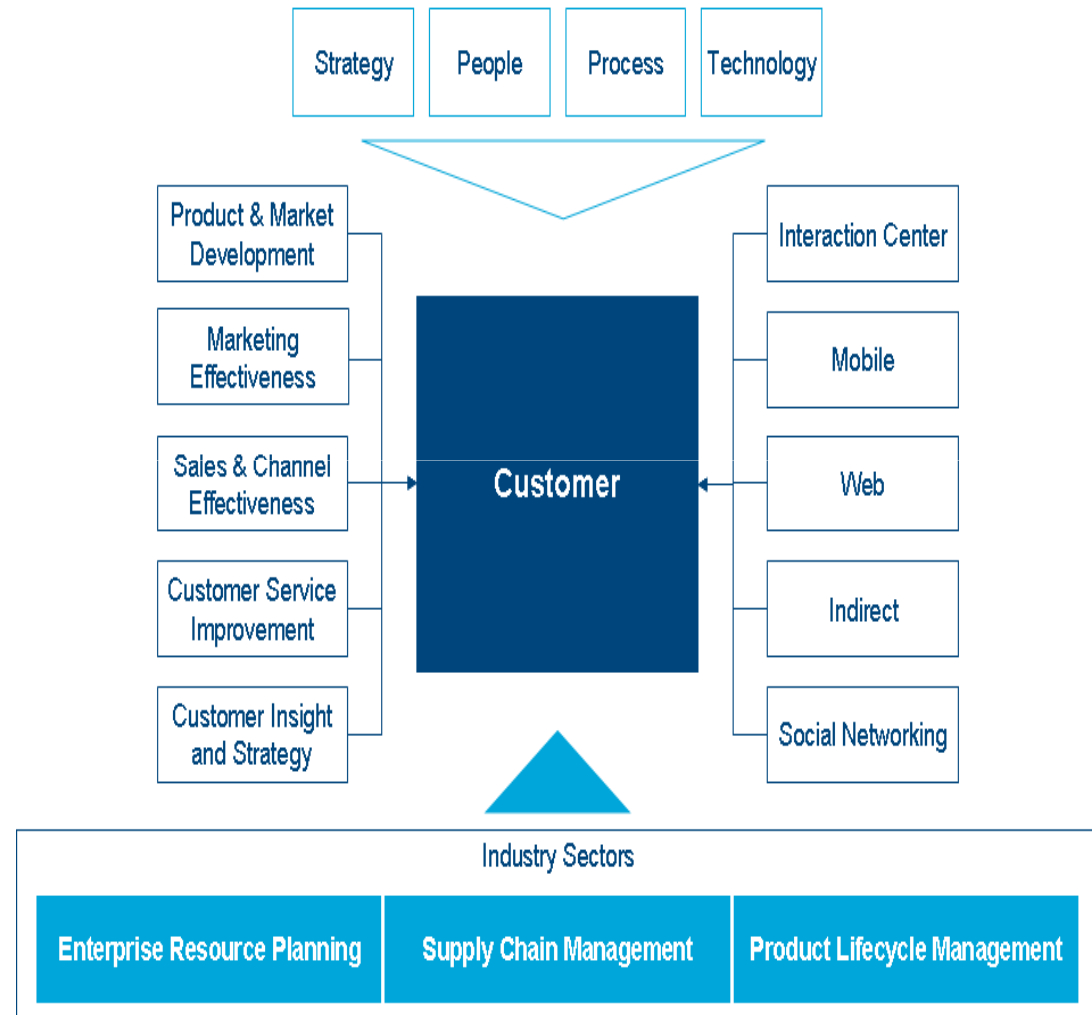


Organizations need to

- adopt a highly coordinated, business-centric, benchmark-based approach to creating and sustaining customer relationships that build competitive advantage, enhance revenue and grow shareholder value
- take a fact-based, “business first” perspective
- translate customer relationships into better business value

Proactively managing customer experience requires a 360° view of your customer

- Managing the relationship through every single phase in the customer lifecycle
- Mining the same pool of information on customer expectations, behaviors and preferences to answer crucial business questions
- Providing executive leaders with an enterprise view of the customer to advance the company's most strategic goals



This requires an integrated approach across domains

Product and market deployment

- Analyzing markets and forecasting product demand
- Managing pricing and intellectual assets
- Maintaining focus on how the customer will interact with the company, product or services

Marketing effectiveness

- Customer segmentation, promotion analyses, and marketing spend analyses

Sales and channel effectiveness

- Designing and deploying your sales and channel strategy
- Sales opportunity forecasting and performance management

Customer service improvement

- Lengthening the customer lifecycle through better customer interaction, billing integrity and revenue assurance
- Listening to the customer and focusing on problem resolution

Customer insight and strategy

- Building insight into customer behavior, preferences and expectations through areas such as customer data management, analytics and predictive modeling

While technology is an enabler smart solutions need to be created and deployed across the value chain

Providing uniform customer experience across customer touch points and across all marketing, sales and service channels – retail stores, internet, contact centers, fax, e-mail, chat etc.

Providing flexibility to the user to chose and complete tasks quickly and easily

Leveraging data from all touch points to extract business intelligence and delivering it to key decision makers quickly and efficiently

Connecting all the dots by integrating customer data across applications, systems and databases

Managing the customer experience and aligning it to customer expectations

CRM is not about buying a software

CRM is not a software – it is about knowing your customer

While there are software solutions available the software alone will do nothing

Organizations need to understand how the company needs to work to deliver value to customers and tailor the CRM software

The key steps include:

- Developing a strategy for putting customers at the center of the business
- Re-aligning information and workflow to this customer focused strategy
- Adding or changing work processes to support the information flow
- Developing software requirements that support the information flow and work processes
- Identifying suitable software and deployment of the same

PwC helps realize business value through proven set of methodologies, tools and accelerators

Transform*

An integrated methodology that addresses all components of a major change initiative: strategy, people, process, technology, structure, and facilities.

Customer Effectiveness Roadmap

Provides a comprehensive framework that helps clients develop the business case, define a roadmap and identify quick wins.

CRM Value Analytic Benchmark Tool

A process-streamlining tool that quickly identifies opportunities and benchmarks against peers to drive improvements and shareholder value.

CRM Implementation Toolkit

A complete, integrated package of CRM implementation tools compiled and continuously updated based on our experience helping other companies adopt industry leading practices.

Thank You

Salil Agrawal

Performance Improvement

Office: +91 124 462 0552

Mobile: +91 9810064535

e-mail: salil.agrawal@in.pwc.com