

**TOP
5
CONSIDERATIONS**
for CIOs

What are the tools for high customer engagement and retention?

Customer Relationship Management Systems

It allows us all
to connect better

Then why aren't
we all using it better?

CRM

CRM systems offer features for contact management, sales automation, marketing automation, and customer service, enabling organisations to personalise engagement, streamline processes, and drive customer loyalty.

Bottom line: Up to 70% of CRM implementations don't meet their objectives. This high failure rate is often attributed to a lack of clear goals, user adoption, executive support, dirty data and choosing the wrong vendor. As in all CIO Espresso updates, it often isn't the tech, **it's the people and process part of the equation that matters.**

Marketing Automation Platforms

Don't spray and pray,
mix a little creativity

Use the smarts of marketing and AI
to be more engaging

Marketing automation platforms enable customers with targeted messaging, nurtured leads, and drive conversions through automated workflows, email and social media marketing.

Bottom line: However, only about 20% of marketers utilise landing page A/B testing to improve conversion rates, indicating a potential area where many marketing platforms fall short in optimisation efforts. Despite the widespread adoption effectiveness can be hindered by data overload and lack of differentiation.

Customer Experience Management Platforms

Know the use case,
know the tool

And you'll make
the difference

CXM

CXM platforms provide tools for capturing feedback, conducting surveys, analysing sentiment, and identifying areas for improvement, to deliver exceptional customer experiences.

Bottom line: The main difference between marketing platforms is they emphasise the front end of customer acquisition, whereas CXM platforms focus on retaining and delighting customers throughout their lifecycle with the brand. While CXM platforms are crucial for enhancing customer service, they are often seen as supplementary tools rather than core operational components.

After 30+ years of experience...

“ From CRM's foundational approach of managing customer relationships to CDPs' sophisticated unification of data for personalised experiences, the last couple of decades reveal a clear trajectory: deeper insights and more precise, actionable customer engagement are the keys to staying competitive in a digital world. ”

Customer Engagement Platforms

Happy customers,
happy life

Personalising your service
keeps them coming back

Customer engagement platforms offer features for live chat support, ticketing, knowledge base, and customer self-service, empowering organisations to deliver personalised, responsive, and seamless customer experiences.

Bottom line: 91% of customers say they will stop doing business with a company after a frustrating customer experience, emphasising the importance of these platforms in maintaining customer satisfaction and loyalty.

Customer Data Platforms

See your customers
in a sea of customers

By personalising insights
for every customer

CDP

These platforms provide a single source of truth for customer data, enabling organisations to gain deeper insights, create unified customer profiles, and deliver personalised experiences across channels and touchpoints.

Bottom line: For example, good data mining can always be found by retailers who leverage real-time data on preferences, purchase history, and browsing habits, to segment customers effectively and target them with personalised campaigns. **These approaches often led to a 10x improvement in sales.** When it comes to data, sort the wheat from the chaff and make some real dough.



Like to delve into, dissect or draw on my experience over a coffee — let's set up a time...

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