

Customer ROI Optimization

Drive Customer Growth - Customer - Immersion, Communication and Data Analytics



Topic	Description
Service definition	Develop a deep and complete 360 ^o understanding of the customer. Immerse on the customer – Research, Identify, Target, Reach, Acquire and Retain the customer. Hone the customer communication craft – Branding, Messaging, Omni Channel Strategy and Social Media Strategy. Build a complete secure and privacy respectful customer data platform with deep analytics and data dashboards to consumption. Digitize business process with focus on innovation, speed and customer responsiveness.
Key Decision Makers	CEO, CPO, Business Owners, Product Owners, Product Portfolio Managers
Services Differentiators	We bring proven leadership in Direct to Consumer, Business to Business, Business to Government customers successfully delivering multi-billion-dollar profitable businesses. Experienced in data driven successful customer strategies that has been proven in a wide variety of industry verticals. Accomplished documented success in Technology, Consumer Products, Healthcare, Education (K-12 and Higher Ed), Government (Federal and State), & Financial Services verticals. Our specialization enables increased customer stickiness, efficient customer acquisition and retention, customer growth over competition. We engage with you using a proprietary 5 step engagement process that is fully metrics driven.
Service Delivery	Delivery mechanism will include – Briefing, Assessment, Proof of Concept and Full Implementation. Services examples – Strategic Alternatives Analysis, Proof of Concept Development, Product/Systems Development Roadmap Plan, Change Management Plan, Assistance in Product Development, New Product Introduction Planning, Go-To-Market Strategy Planning, and Systems Engineering & Implementation.
Duration	Depending on the Service requested – Briefing ~ 1 week, Assessment ~ 2 weeks, POC ~ 4 weeks, Implementation ~ 6 -12 months
Example Success Metrics	Reduction in CAC, High Customer Growth, Communication Efficiency, Real time and near real time customer insight dashboards
Customer ROI Tools	Microsoft Dynamics365, Power BI, Azure ML & Data Analytics, Salesforce