

From my Notes on the 2003 SLA Conference
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Customer Relationship Management (CRM). Presented by the Insurance & Employee Benefits Division. Speaker: Claudia Chidester, Austin Ventures. Tuesday, June 10, 2003.

Understand who affects your bottom line. And who affects their bottom line.

Make your customers self-sufficient.

Use technology to access customer needs.

Serve needs of top management – its about reading minds & saving time

Make sure you understand the big picture.

What 20% will get them 80% of the answers?

Know the critical success factors of your organization.

Play out scenarios...if you find something out to be true, how does it affect your question?

Do you have a feedback loop – how is your research used?

Don't live for the praise, look for that 20/80.

Think about the problems between users & producers of information – information too shallow, credibility, timeliness, too much to wade through, when users know about competition but no way to send up chain of command.

Our Complaints –

Problem: The users aren't direct about what they want. Solution: Tell them what you think the answer will look like.

Problem: Not enough time to give value-added to everyone. Solution: Your value-added comes from our knowledge of the sources.

Problem: Users have unique expectations. Solution: Figure out how you can leverage that.

Problem: Corporate organizations change so the process gets lost. Solution: Find ways to be the hub or depository of business plans.

Problem: Which customer takes priority? Solution: Favorites aren't always the ones that affect the bottom line.

Problem: No feedback to improve analysis. Solution: Ask them but feed them slowly so they can tell you that you are getting close.

Tips –

Ask “what else do you need to know?”

Proactive news on competitors – extract & summarize...work 30 minutes a day, but send weekly.

Find out what your users are reading.

Interview them. Who isn't using your alerts?

Create a self-service intranet for many resources. But it must be UNIQUE. Be aware of ROI on intranet. May be self-fulfilling, but can you really compete with products already out there?

Be cognizant of learning & communication styles of your users.

Hook into your customers by learning what their hobbies are.

Rank your customers according to their ability to bring return to you and your company. Watch the nature of their requests...ask how you can do better.

Watch the quantity of requests – are you leveraging. Are you working too hard for too few? Who have you overlooked in your matrix?

Quantify what you can. It helps segment the market & gives you focus. Use them in your annual report.

Ideas for Data Collection to Set you Apart:

Build unique sets of data from internet or other external information. Brand your charts.

Collect your company's customers feedback.

Collect competitor stereotypes, weaknesses.

Collect what competitors are publicly saying is their strategy to develop counter-strategies.

Collect resumes of employees to call on them for competitive insights.

Collect benchmarking data on pricing, customer satisfaction, time to install, HR capabilities.

Collection pundits and investment bank analysis.

Collect reports from employees that have attended conferences and events.

Post results of ad-hoc queries for re-use and company-wide edification.

Begin Your Own Network:

Get close to your customers.

Use bots.

Instead of just reading, call the analysts and chat.

Use newsgroups.

What You've Done - Content Management:

Quantity what you are doing, eg, using Excel or Access.

Use customer segmentation.

FAQ system is another technique.

Conclusion:

CRM works best if you envision your service tied to a product, either your company's product or your information products. CEM is another way of saying intelligent marketing. Segment your market and do the 20/80 thing.