

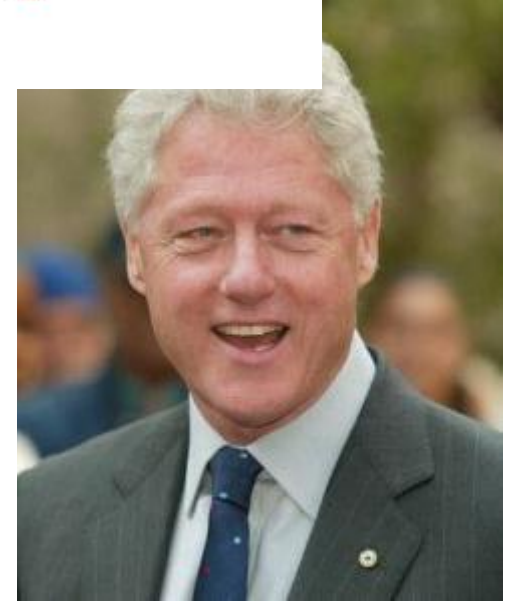
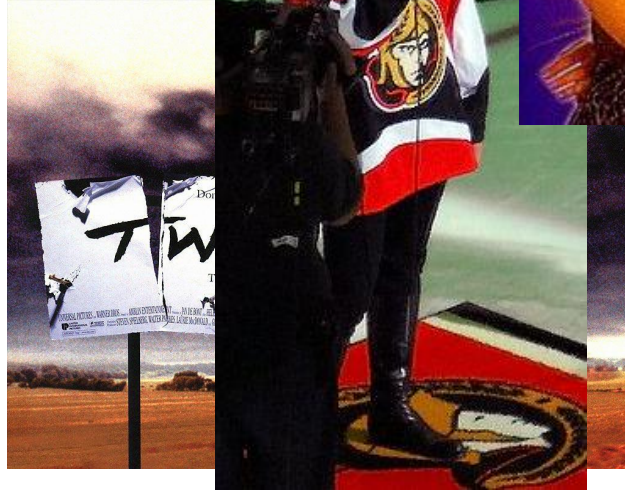
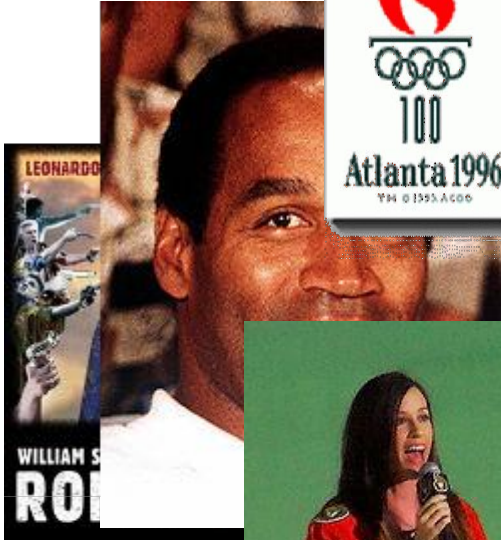


How To Create The Most Powerful CRM System In The World (in 1996)

Ray Kong
Senior Vice President
Ipsos Reid Corporation
May 5, 2010



In 1996 ...



In 1996

Banks were at the forefront of collecting customer transactional information

But hadn't even yet scratched the surface in using it ...



(A digression ...)

In 2010

Many organizations still struggle to collect useful information ...


Others don't use what they have ...

And still others don't even try.

ISSUE TO BE SOLVED:

Ad agencies throw better parties than data miners do.

Emotional appeals are better than logical ones.

A photograph of Bill Clinton, smiling and wearing a grey suit, white shirt, and blue tie. The text is overlaid on the image.

“People will forget what you say, they will forget what you do. But they will remember how you make them feel”

With the increasing number of Smartphones in consumer hands

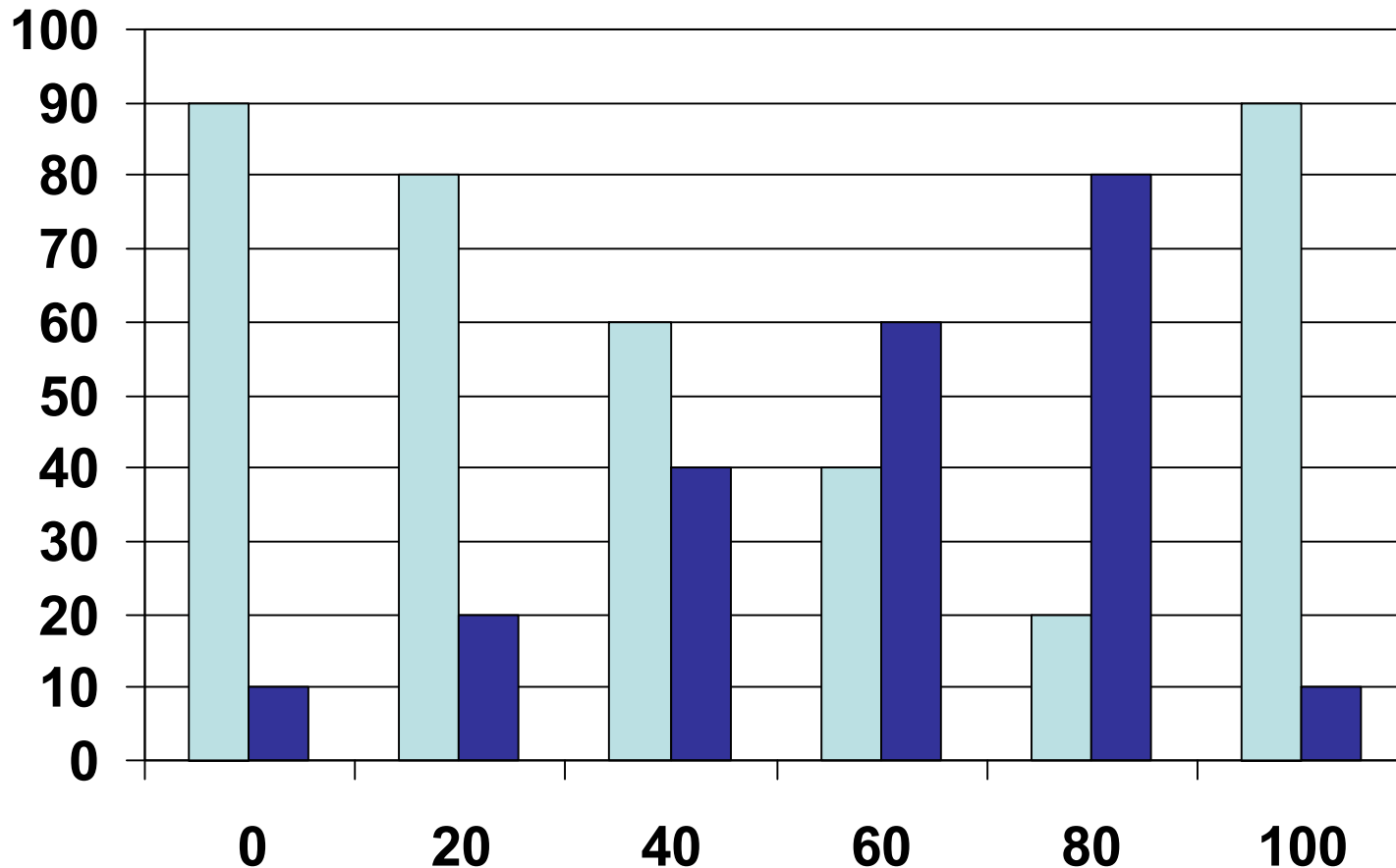
and increasing sophistication on the part of marketers in customizing web content for individual users,

are the promises of CRM – 1 to 1 messaging, fully customized offers at the right place, for the right product at the right time –

FINALLY going to be realized?

(Back to regularly scheduled programming ...)

A law of (business) nature.



ISSUE TO BE SOLVED:

We know that all customers are not created equally ...

But under a regulatory and public relations microscope (and given the Canadian ethos of equality), we can't be seen to be giving favourable treatment to some over others ...

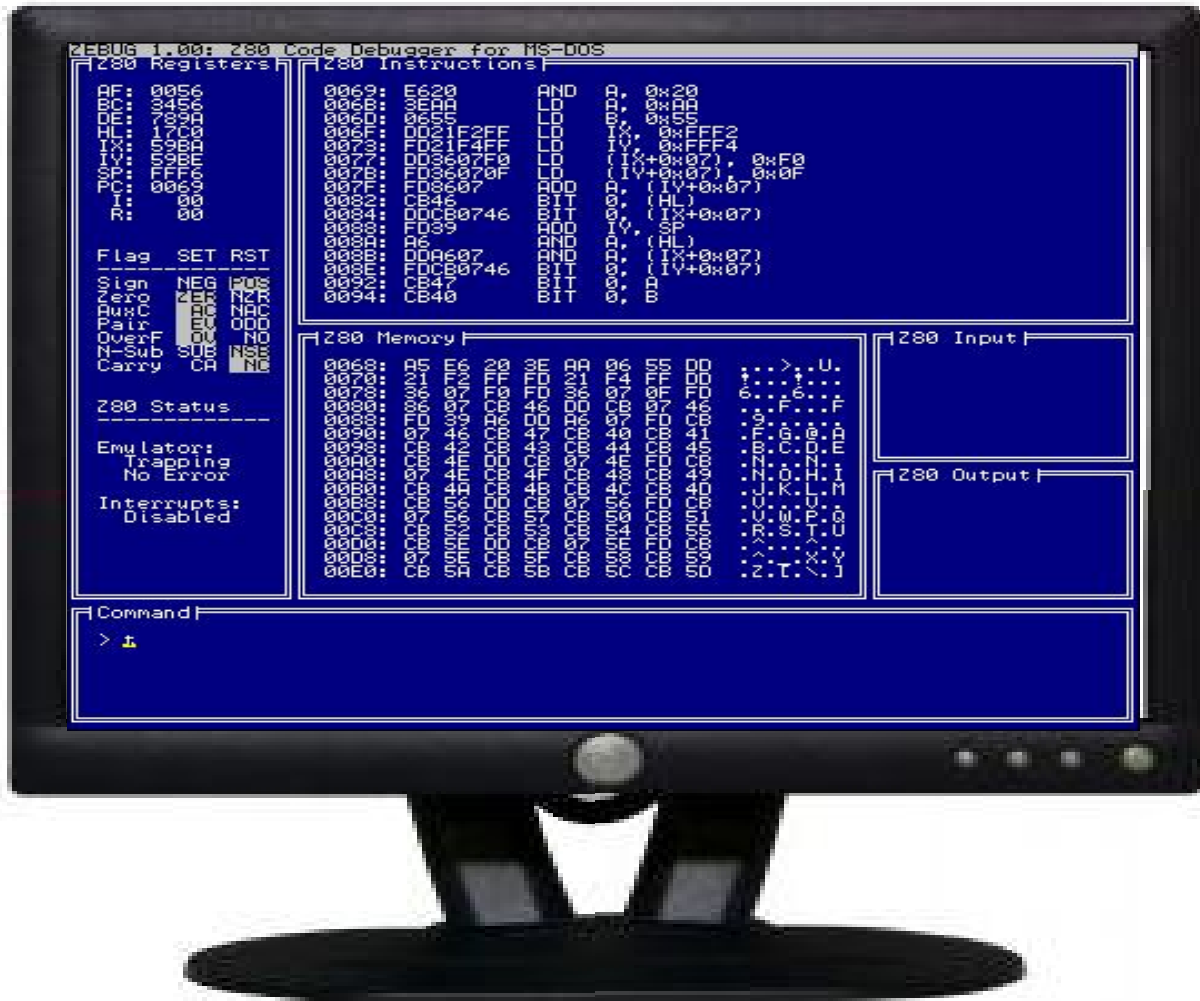
Furthermore, differential servicing had backfired on banking CRM pioneers.

How to provide differential service without providing differential service?



ISSUE TO BE SOLVED:

Branch and call centre staff turnover is high. Extensive use of part time staff is necessary and important.



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Branch and call centre staff turnover is high. Extensive use of part time staff is necessary and important.

How to empower front line staff with the power of the database...

... without burdening them with the power of the database?

ISSUE TO BE SOLVED:

Organizations value efficiency not effectiveness.

Organizations value the known, not the unknown.

Organizations are hard-wired to resist change.

ISSUE TO BE SOLVED:

Consumer's react negatively to push.

What is the difference between anticipating needs and selling?



HVC and Radar



Simplify

How is more important
than what

Incrementalize

***Appeal to
emotions***

Humanize

Make invisible

Personalize

***Think about the
end to end system***

**Start with the
ideal customer
experience**

The End

Thank You