



CUSTOMER

CAC, gross adds, leads, time to market

Net adds, Campaign response rates, ROI, Share of voice, Share of active customers, CPM, Satisfaction (general, product, support, consulting, complaints, etc.), Loyalty, recommendation rates, retention rates, smile factors

CRC winback rate, churn rate

ANALYSIS & LEARNINGS

Welcome concept & Package

INTELLIGENCE
MARKET INSIGHT:
 - customer trends
 - competitors' analysis
 - industrial mergers
CUSTOMER INSIGHT:
 Customer behaviour, CuSS, Complaint SS, migration potential, Reference handling, Recommendation, Loyalty

Lead Qual. concept, Satisfaction check

EXECUTION
Campaigns for NEW customers: Welcome concept, lead generation, Information flow, trainings, promotions, special offers, events, partnering, etc.
Campaigns for EXISTING customers: Information flow, trainings, special promotions, events, partnering, retention- & winback offers, etc.

COMMUNICATION = Execution Enabling
 via CI/CD, MarComms; campaign layouting, direct mailings, event equipments, give aways, website maintenance, design of sales-, support- & consulting marketing material, webshop, Web2.0, etc.

Churn detection & Winback concept

Winback communication

PLANNING Marketing- and Sales Planning

Acquisition incl. Sales cycles

Relationship Management

Churn

CUSTOMER LIFECYCLE MANAGEMENT