

CUSTOMER CENTRICITY - CRM & MARKETING STRATEGY

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Agenda

- What is Marketing Strategy?
- The SCORPIO™ model
- Marketing Strategy and CRM



Marketing = Customers

“The purpose of a business is to create and keep a customer”

Levitt

Strategy and Marketing

Business Strategy

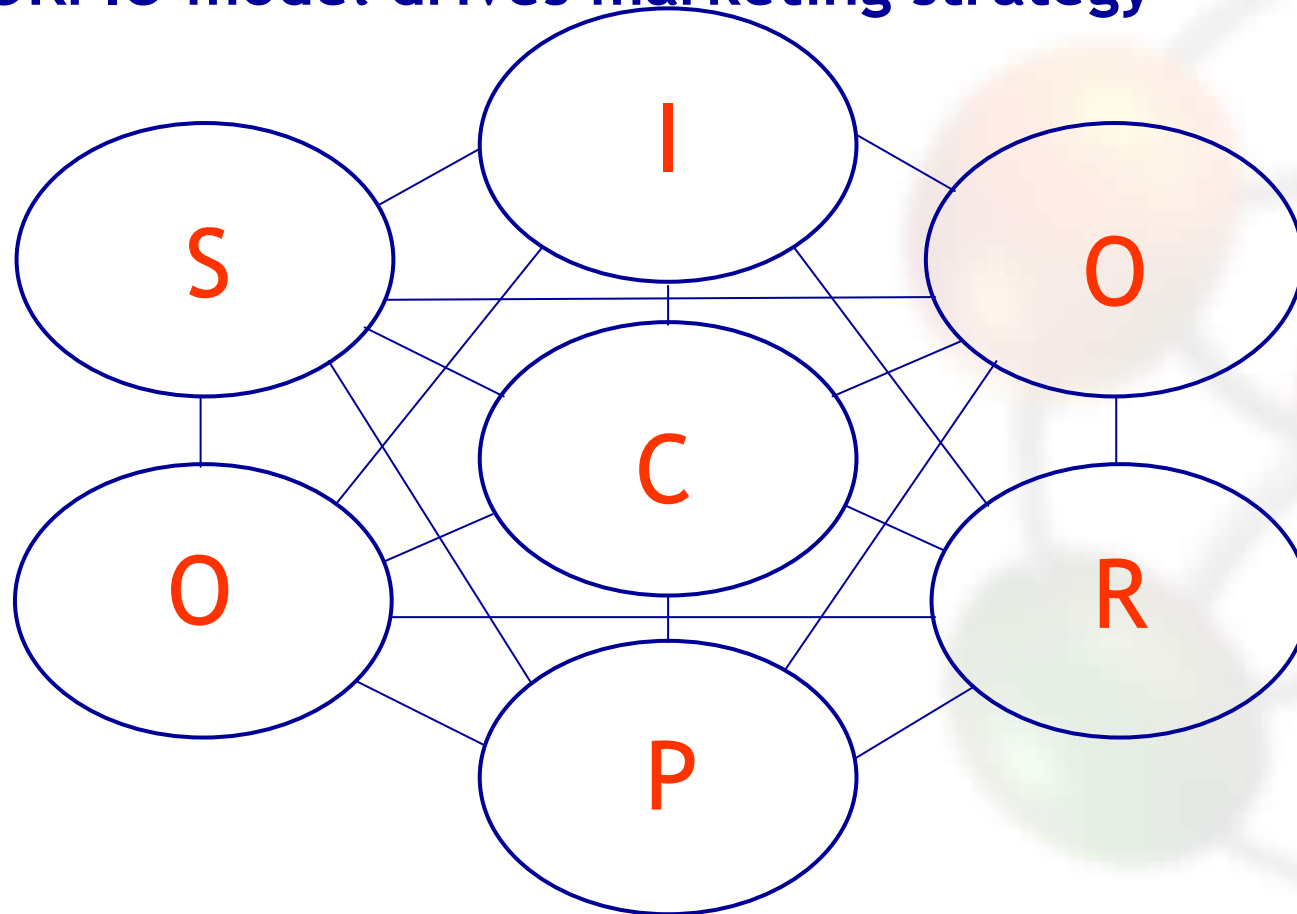


Marketing Planning

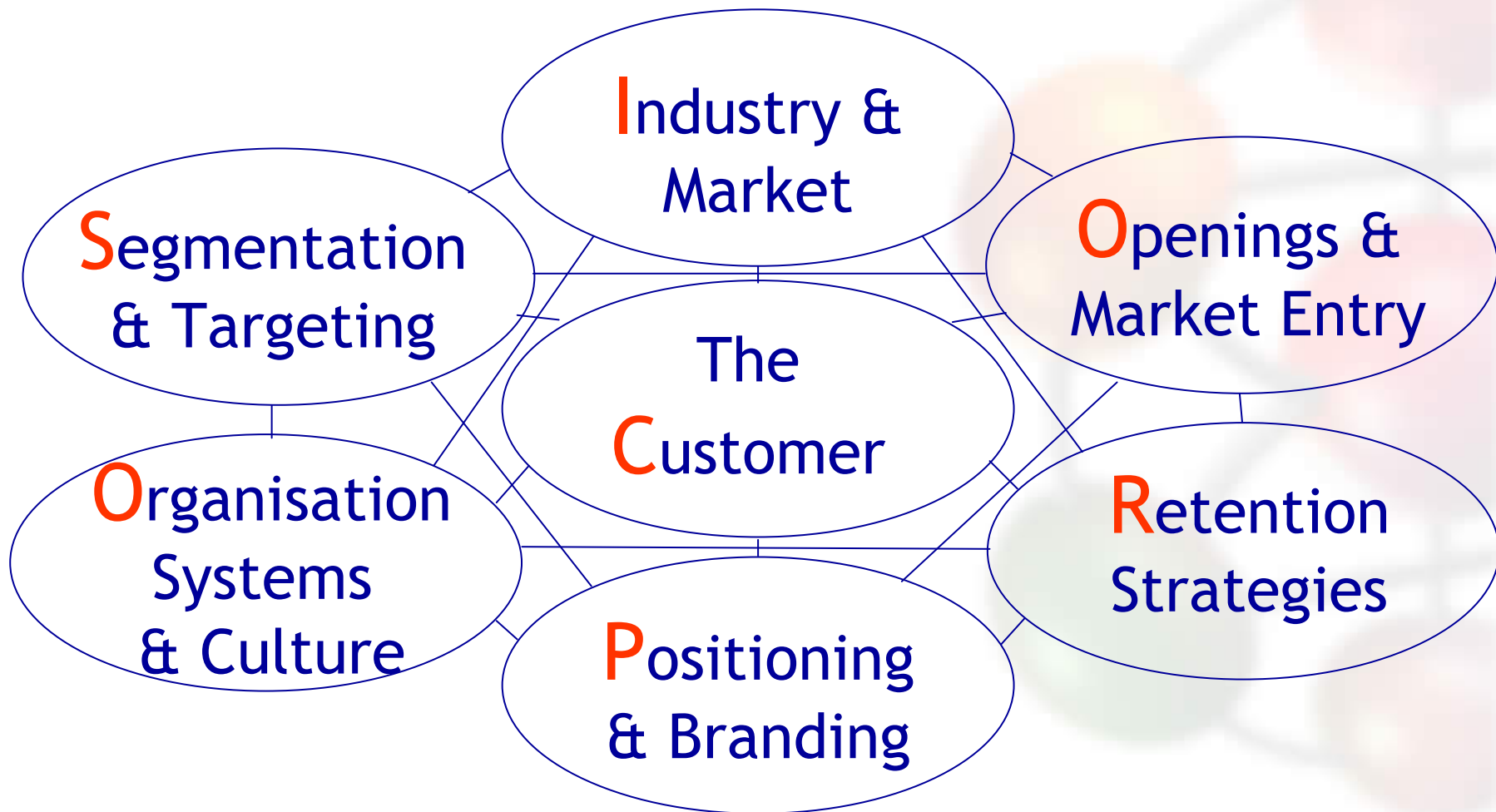


SCORPIO

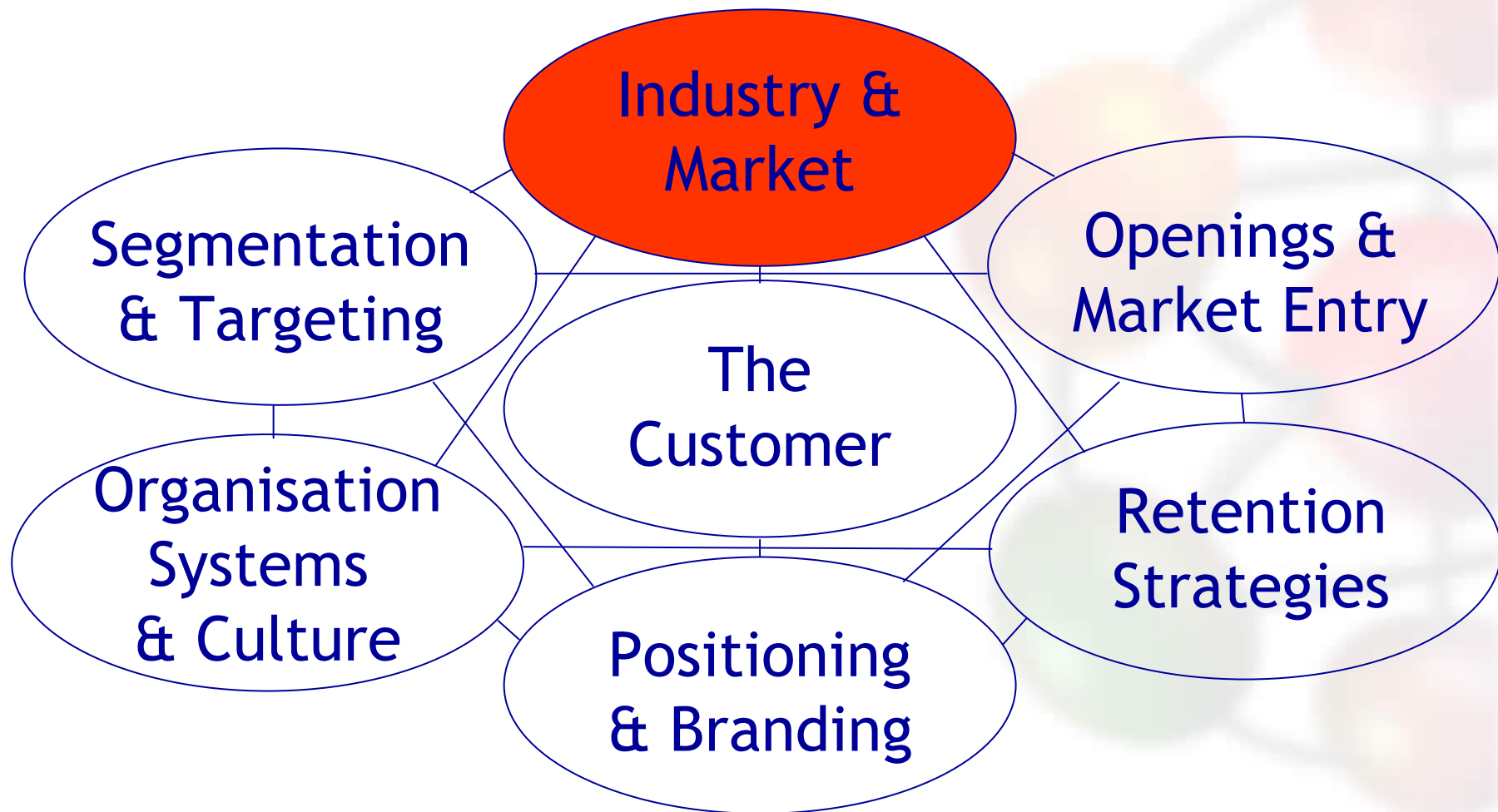
The SCORPIO model drives marketing strategy



Scorpio marketing strategy



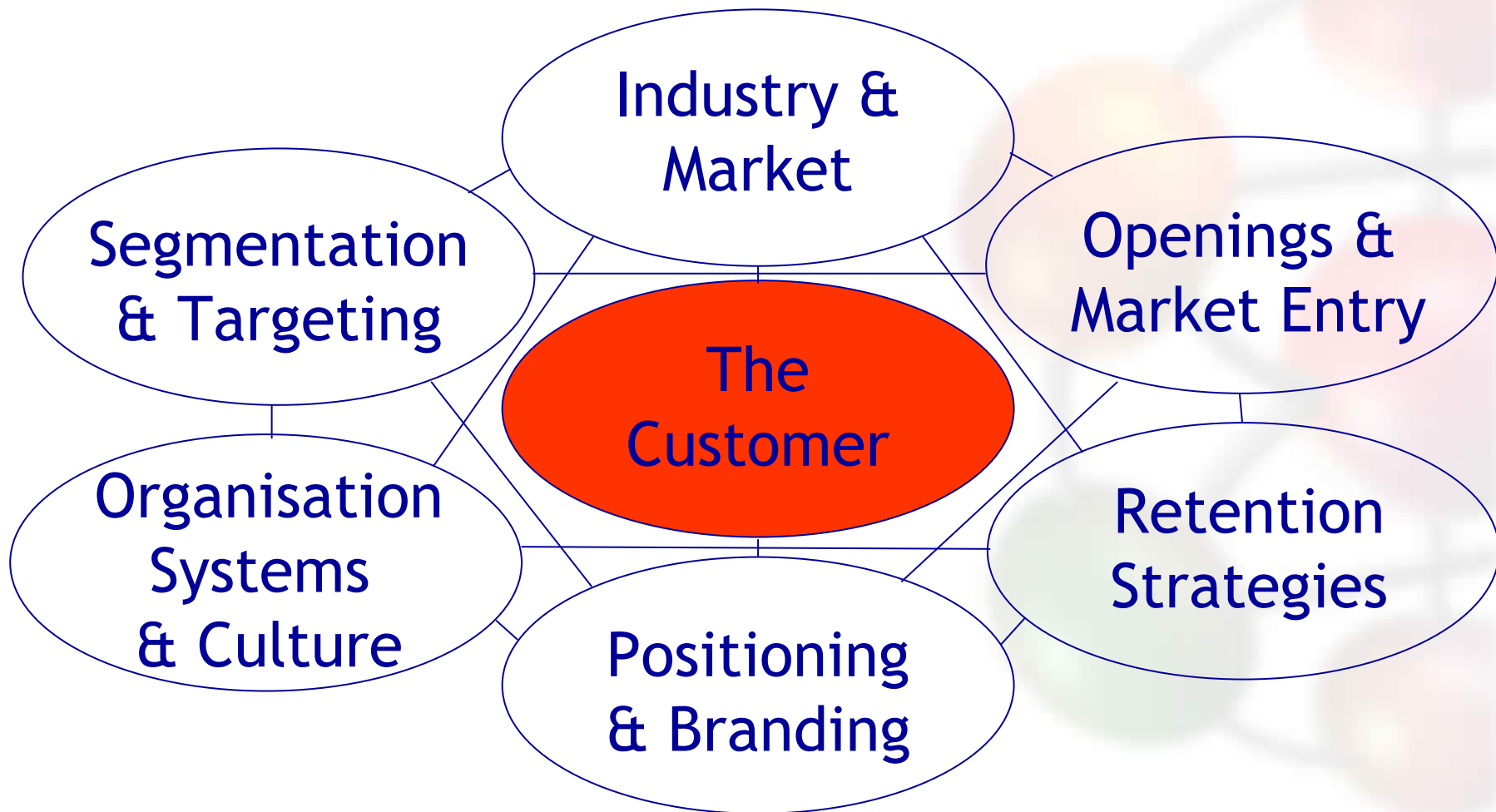
Scorpio marketing strategy



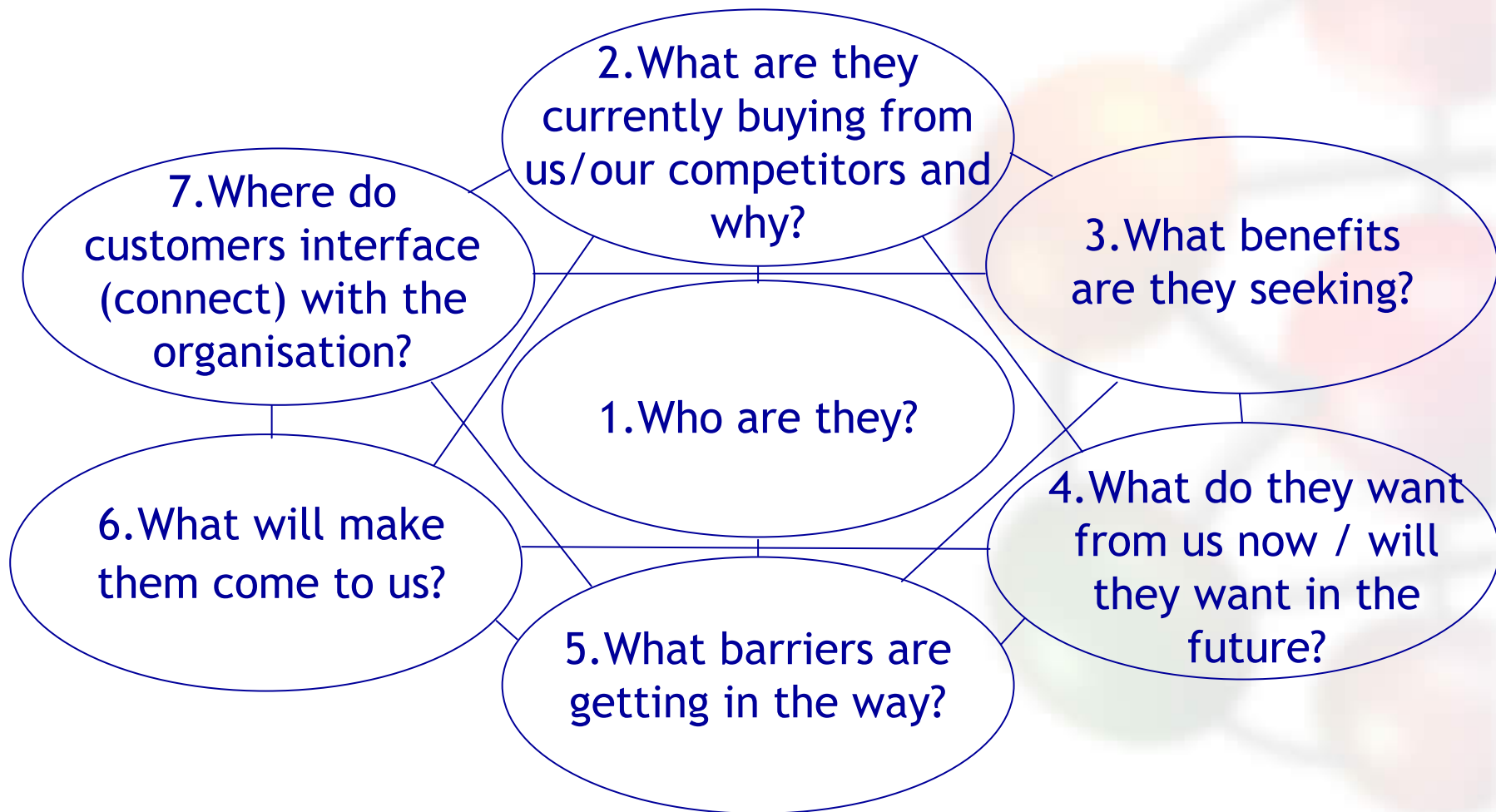
Scorpio - Industry & Market



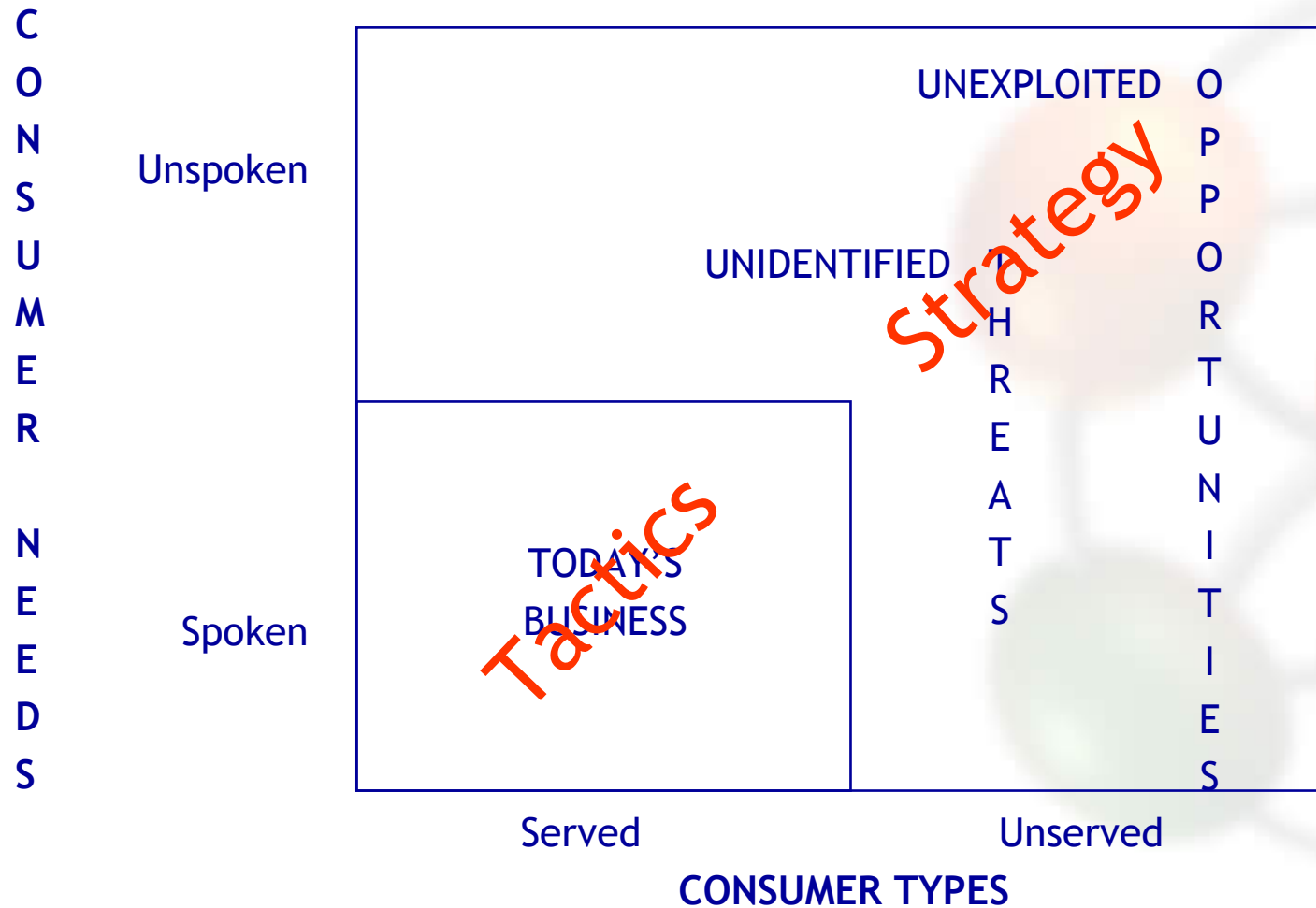
Scorpio marketing strategy



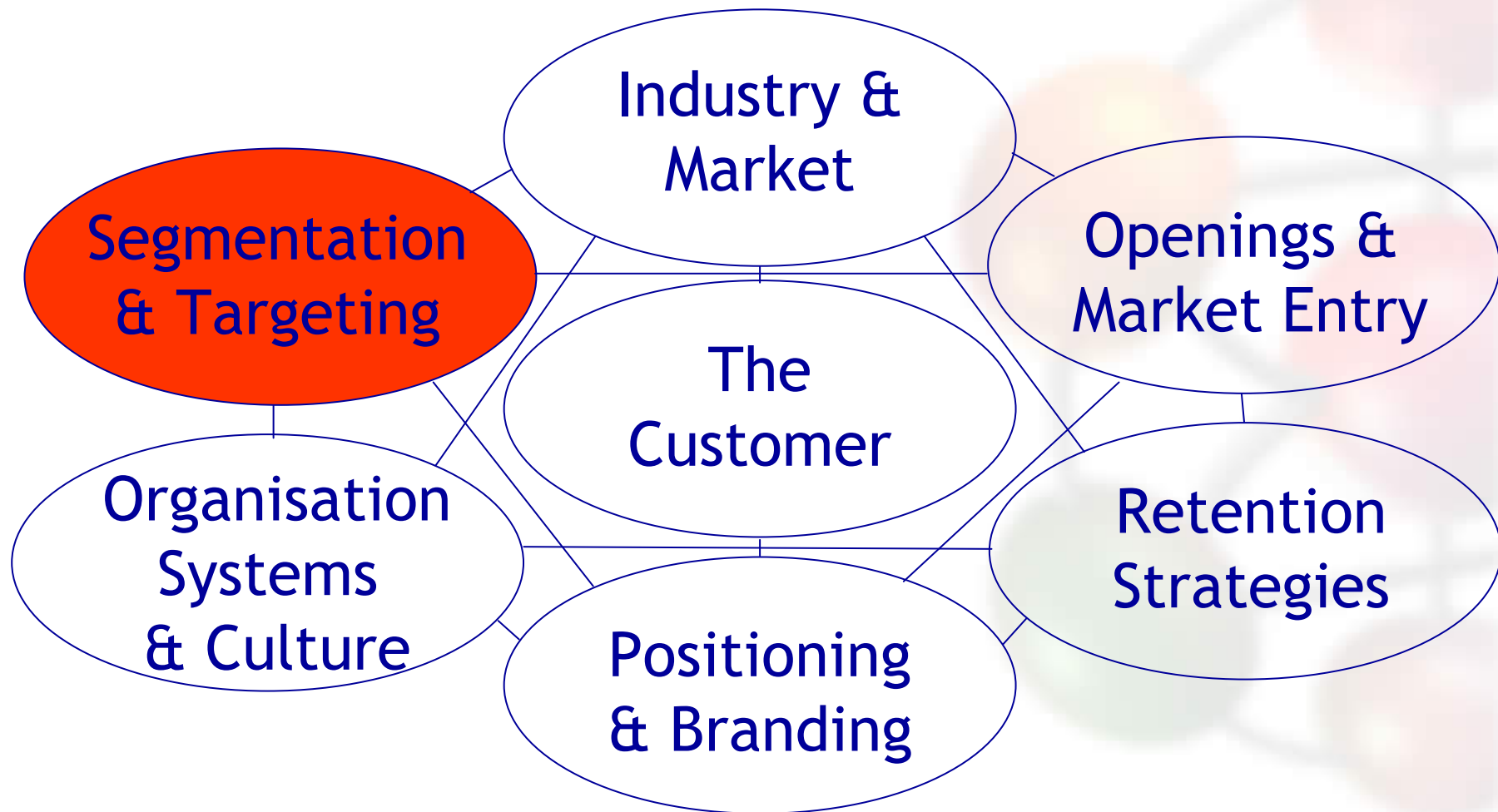
Scorpio - The Customer



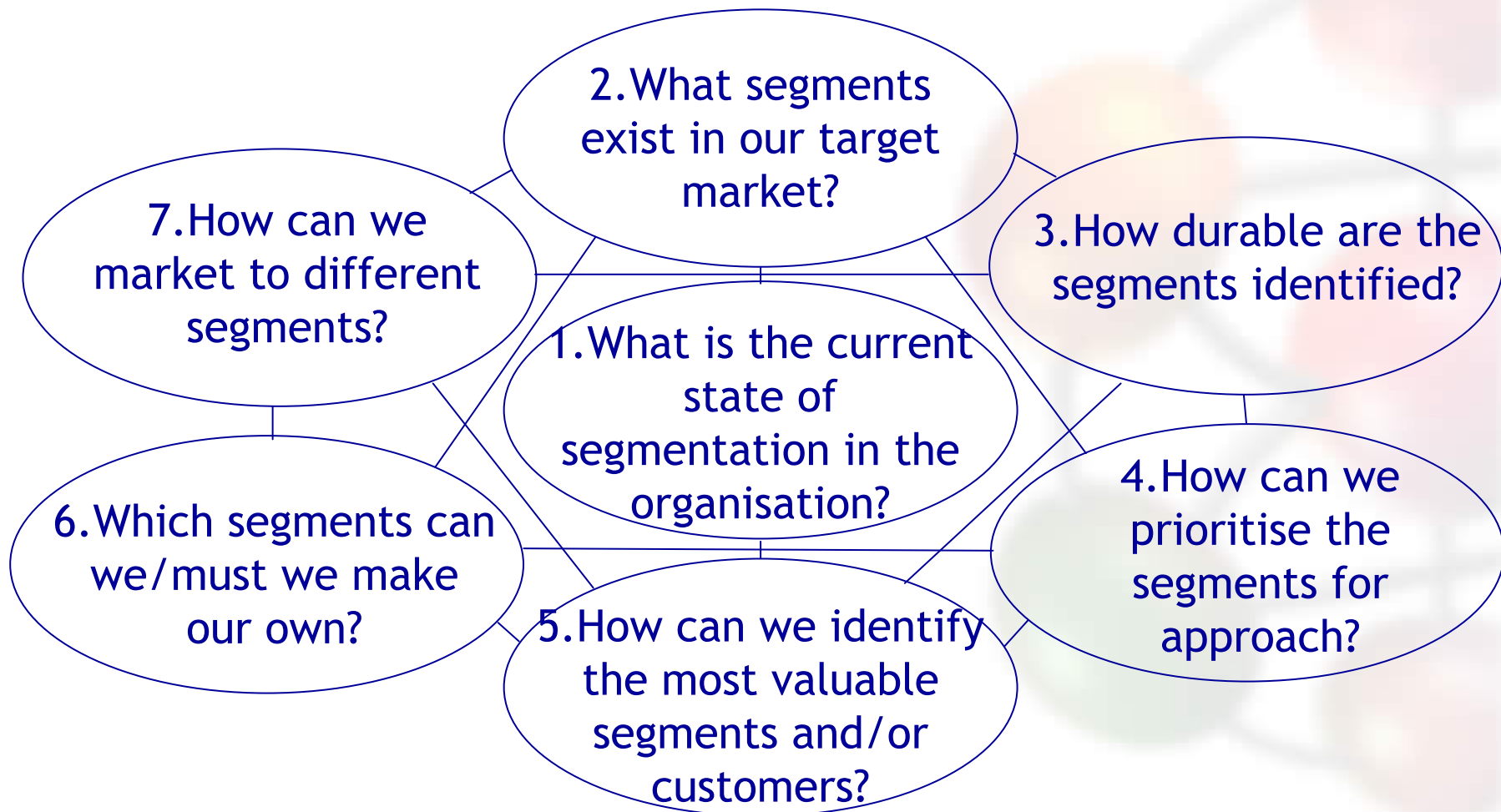
Latent needs & wants - Hamel



Scorpio marketing strategy



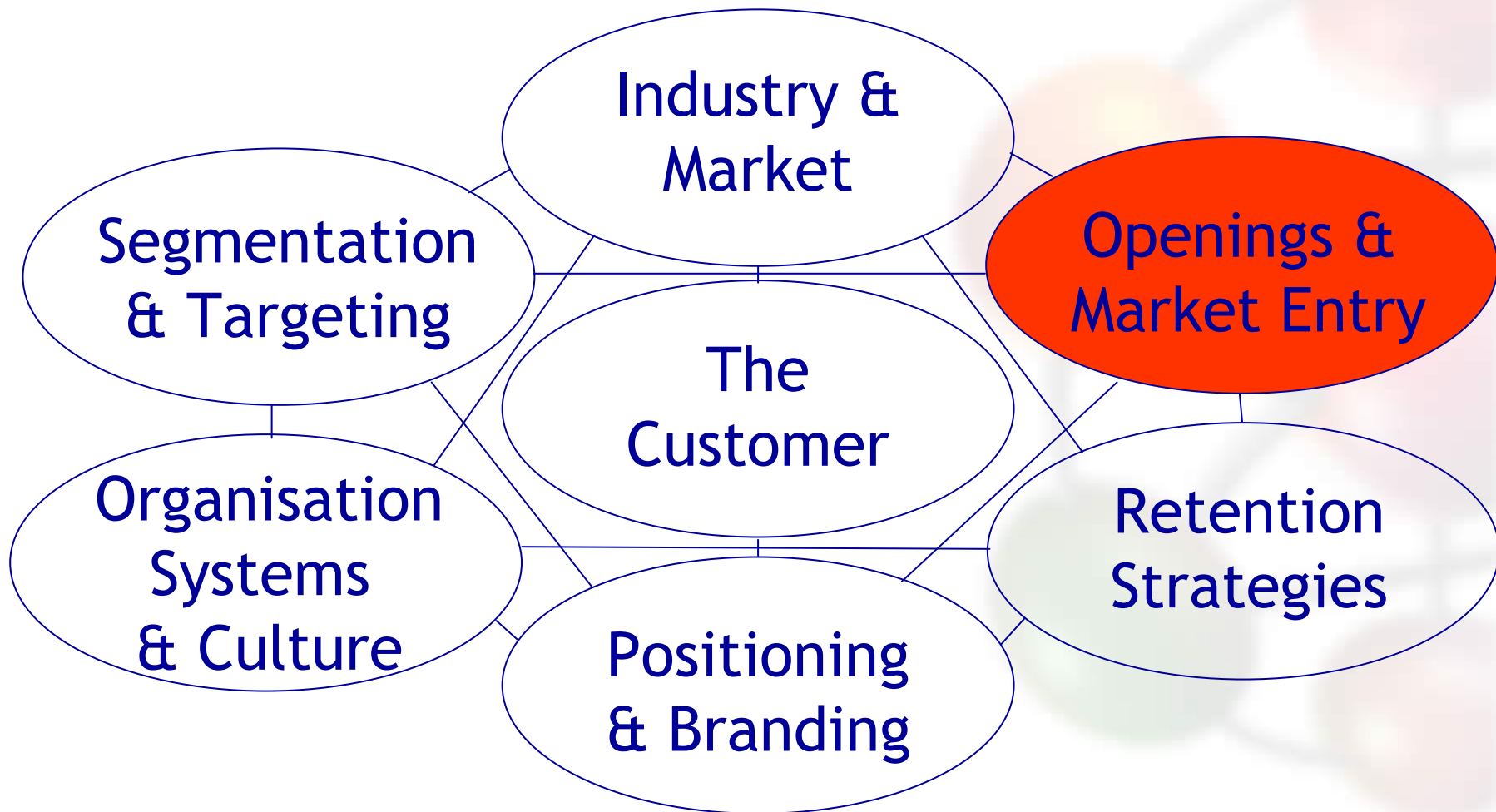
Scorpio - Segmentation & Targeting



What can segmentation do for you?

THE PAIN	THE GAIN	
Investment	Tactics	Strategy
<ul style="list-style-type: none"> • More Research • Higher Costs of multiple markets • Complicated administration • Possible re-organisation costs • ‘Inefficient’ production system • Lower economies of scale • Changing ‘habits’ of the organisation 	<ul style="list-style-type: none"> • Better targeting • More efficient promotion • Less marketing ‘wastage’ • Improved retention • Improved ‘service’ levels • More effective production • Higher prices • Focused NPD 	<ul style="list-style-type: none"> • Unique customer propositions • Clear market positioning • Differentiation • Brand values • Retention, ‘Loyalty’ & Relationships’ • Sustainable competitive advantage • Market influence • Market leadership • Premium prices • Profitability

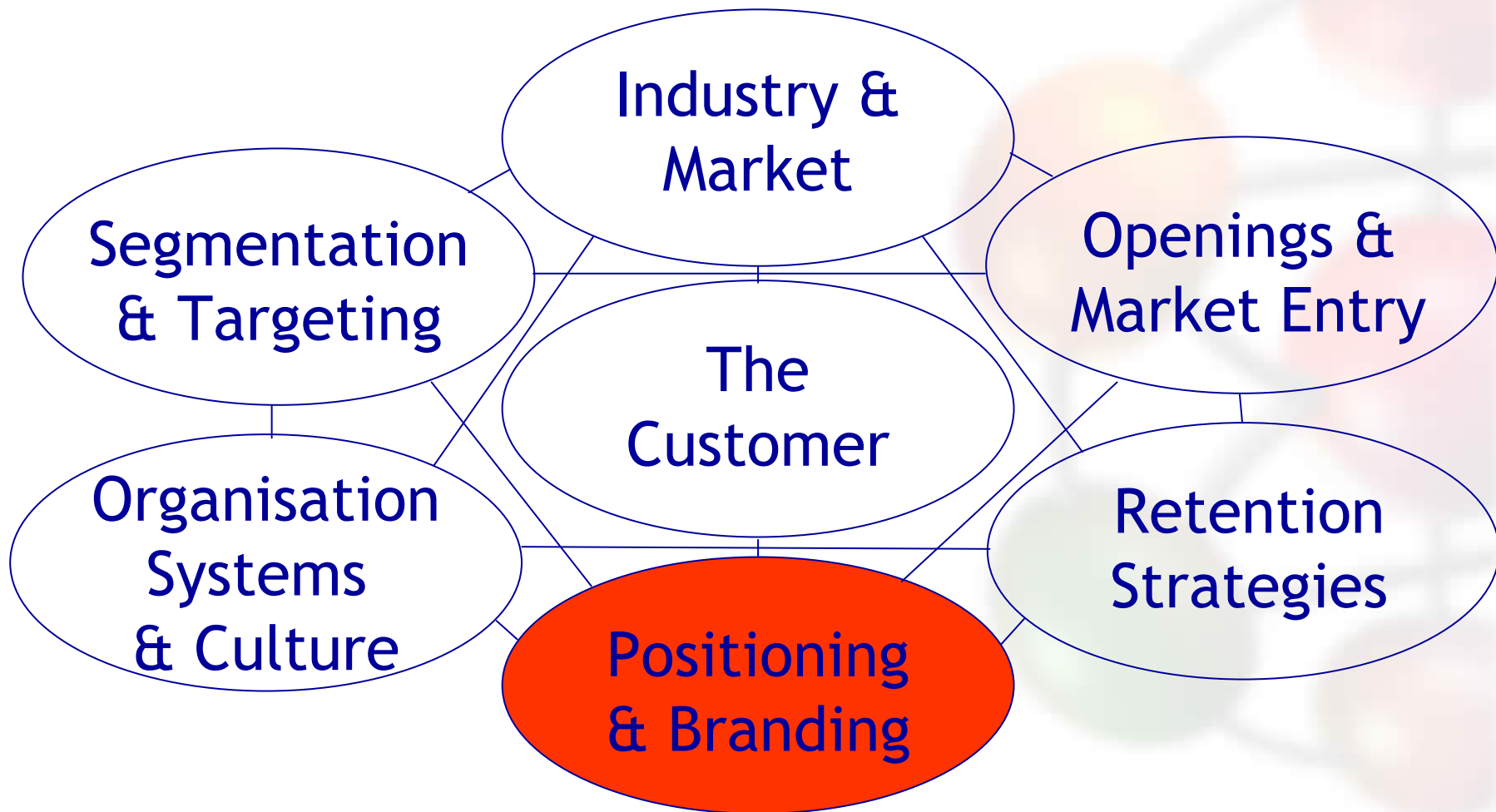
Scorpio marketing strategy



Scorpio - Openings & Market Entry



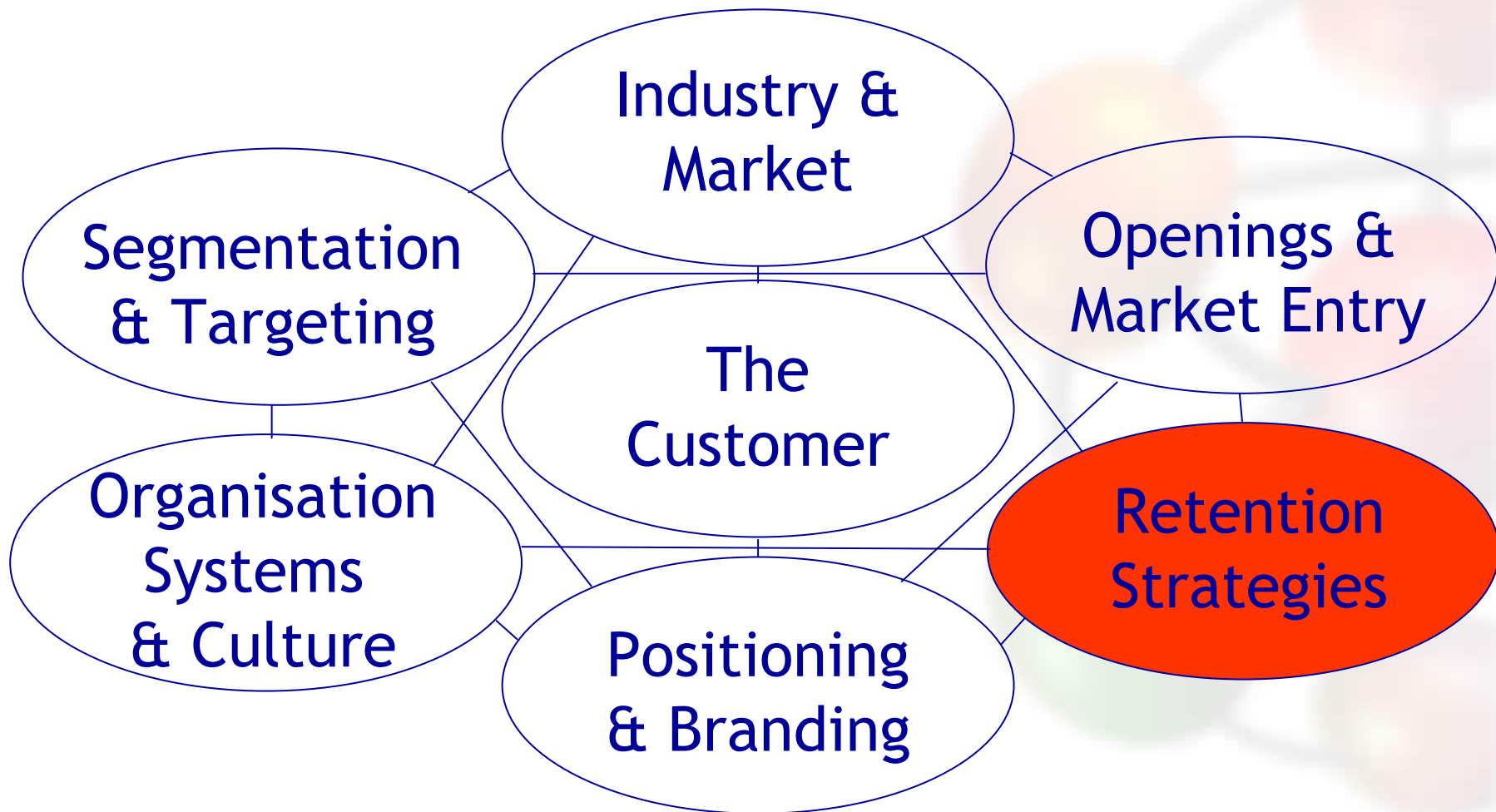
Scorpio marketing strategy



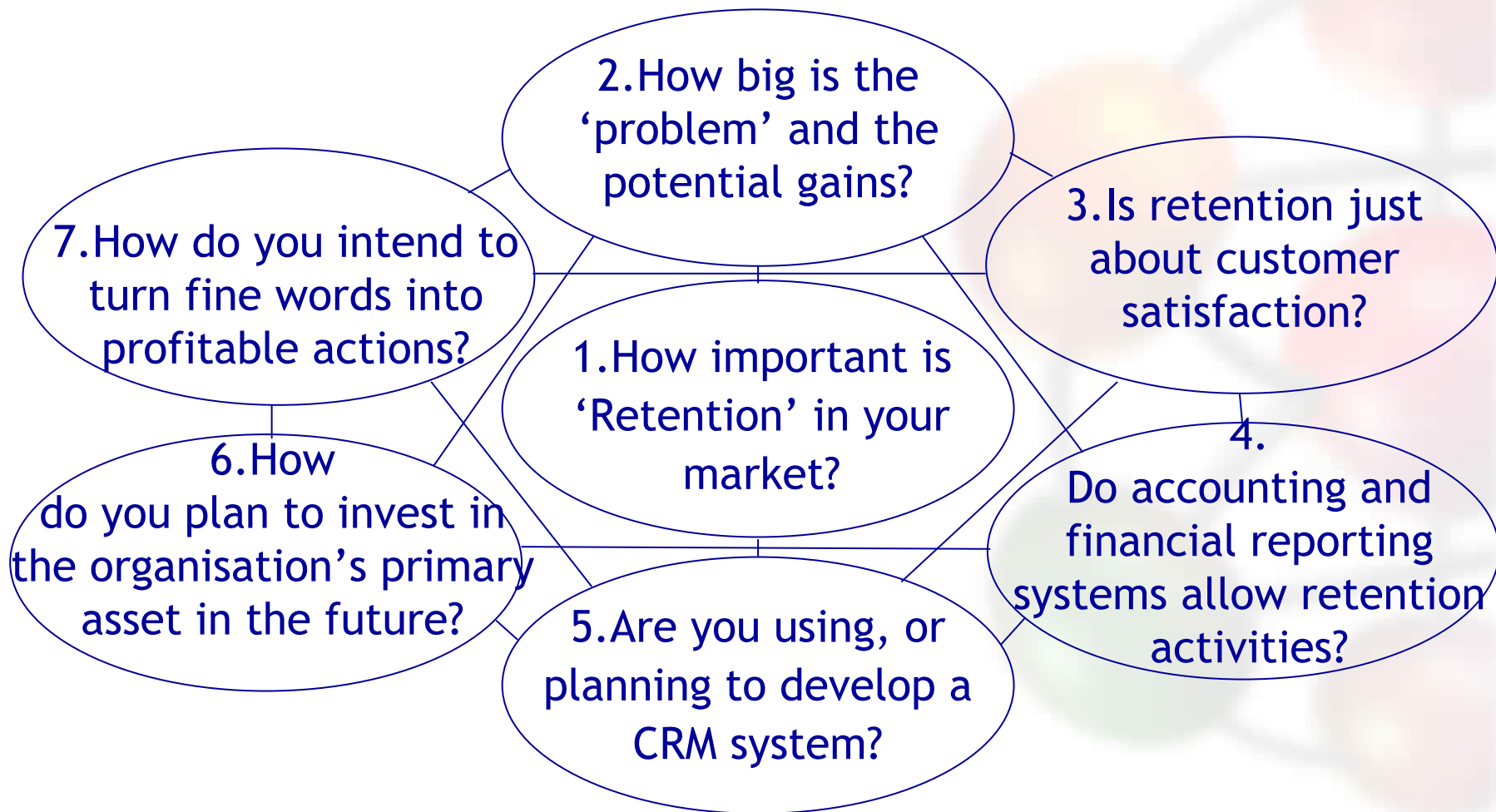
Scorpio - Positioning & Branding



Scorpio marketing strategy

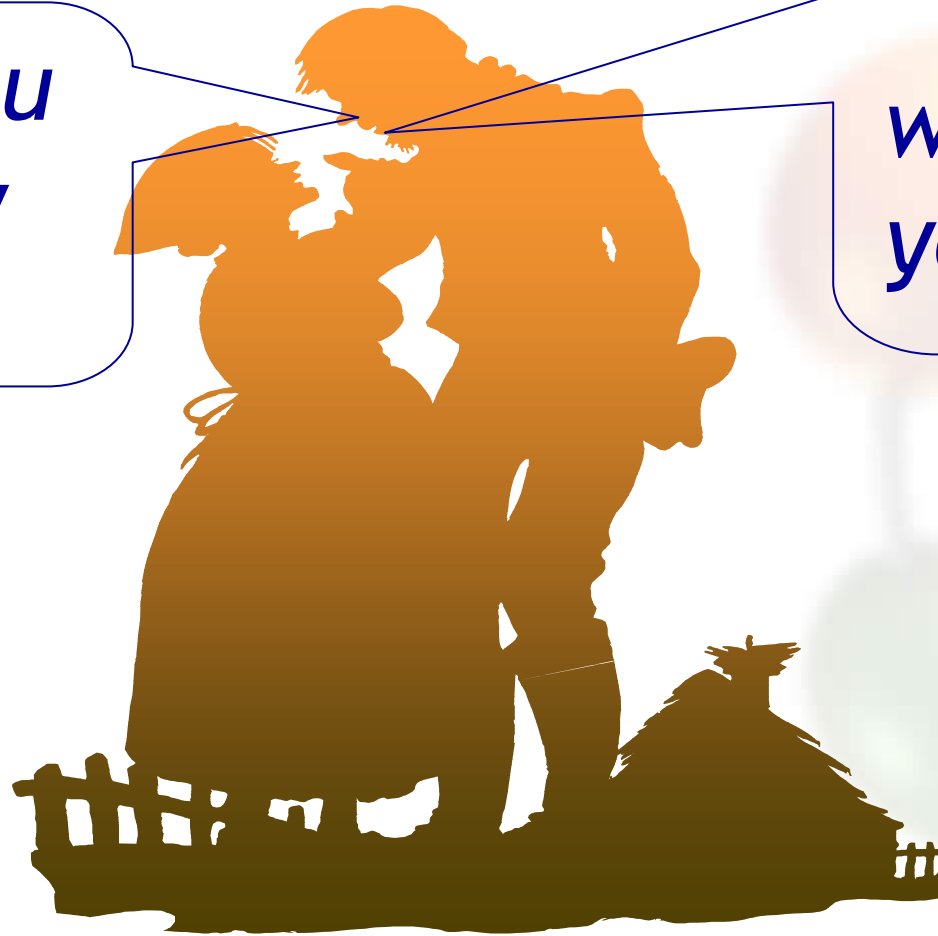


Scorpio - Retention Strategies



Relationship Marketing?

*Will you
marry
me?*



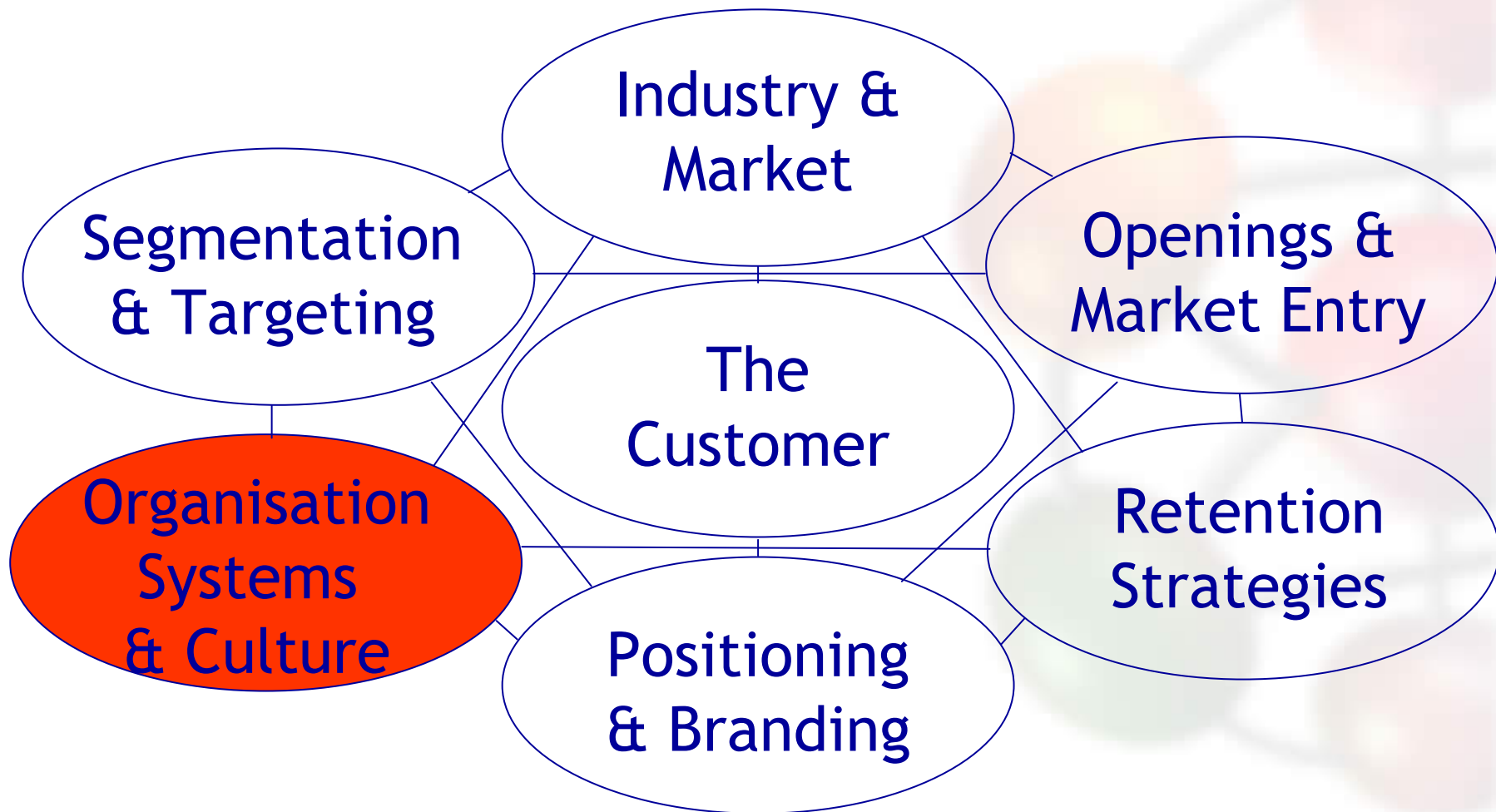
*...by the
way, what's
your name ?*

Source: Carlson

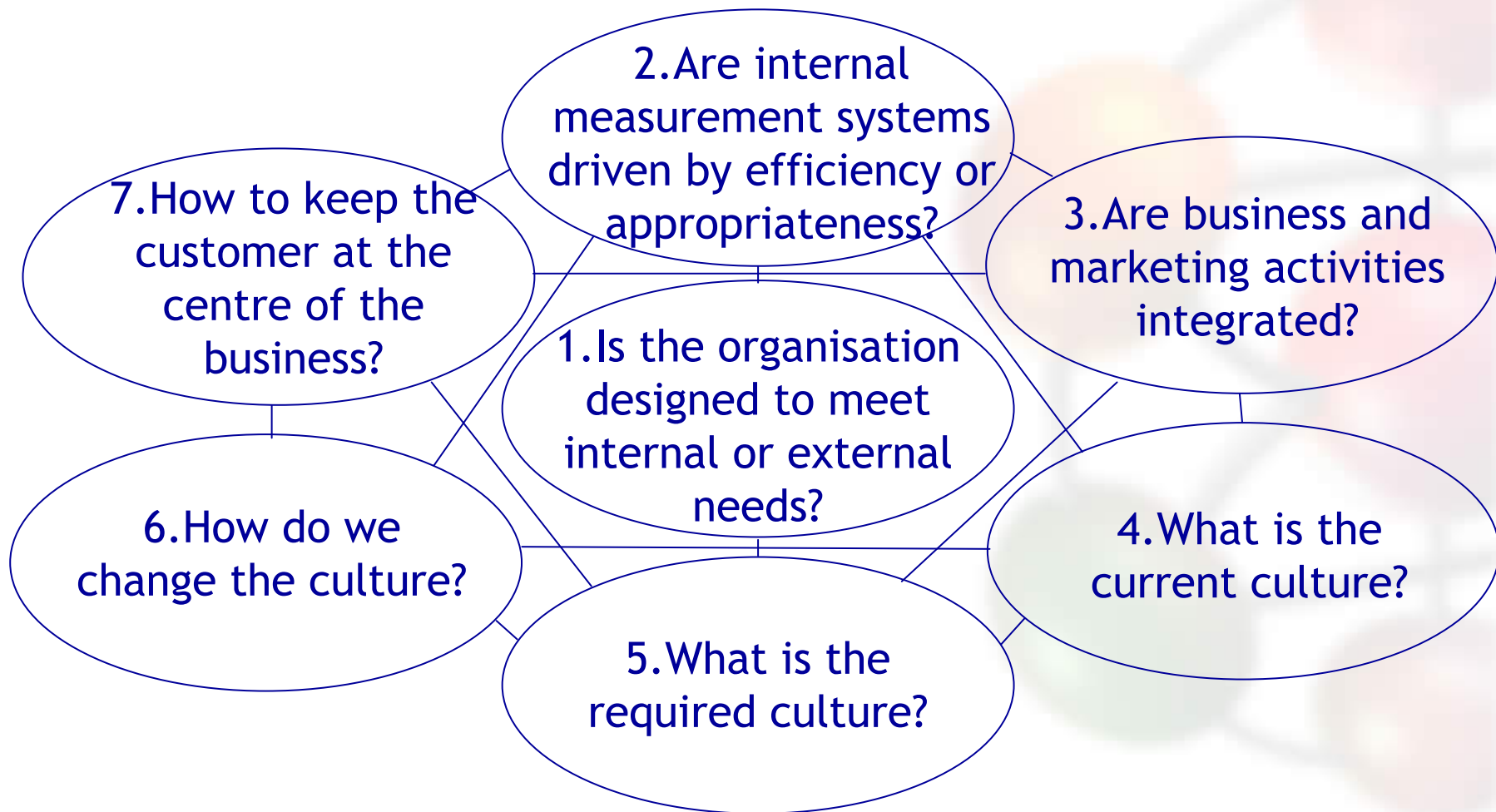
CRM?

- Customer Relationship Management
- Total commitment to the customer
- Complete re-engineering of all processes to provide a customised service for those customers who qualify through current or future value
- A regime of total knowledge; acquiring, verifying and updating data to ensure your communications and service remain on target
- Investment in database, contact and web based technology to enable the new paradigm
- **A dream, or**
- **The means of turning strategy into action?**

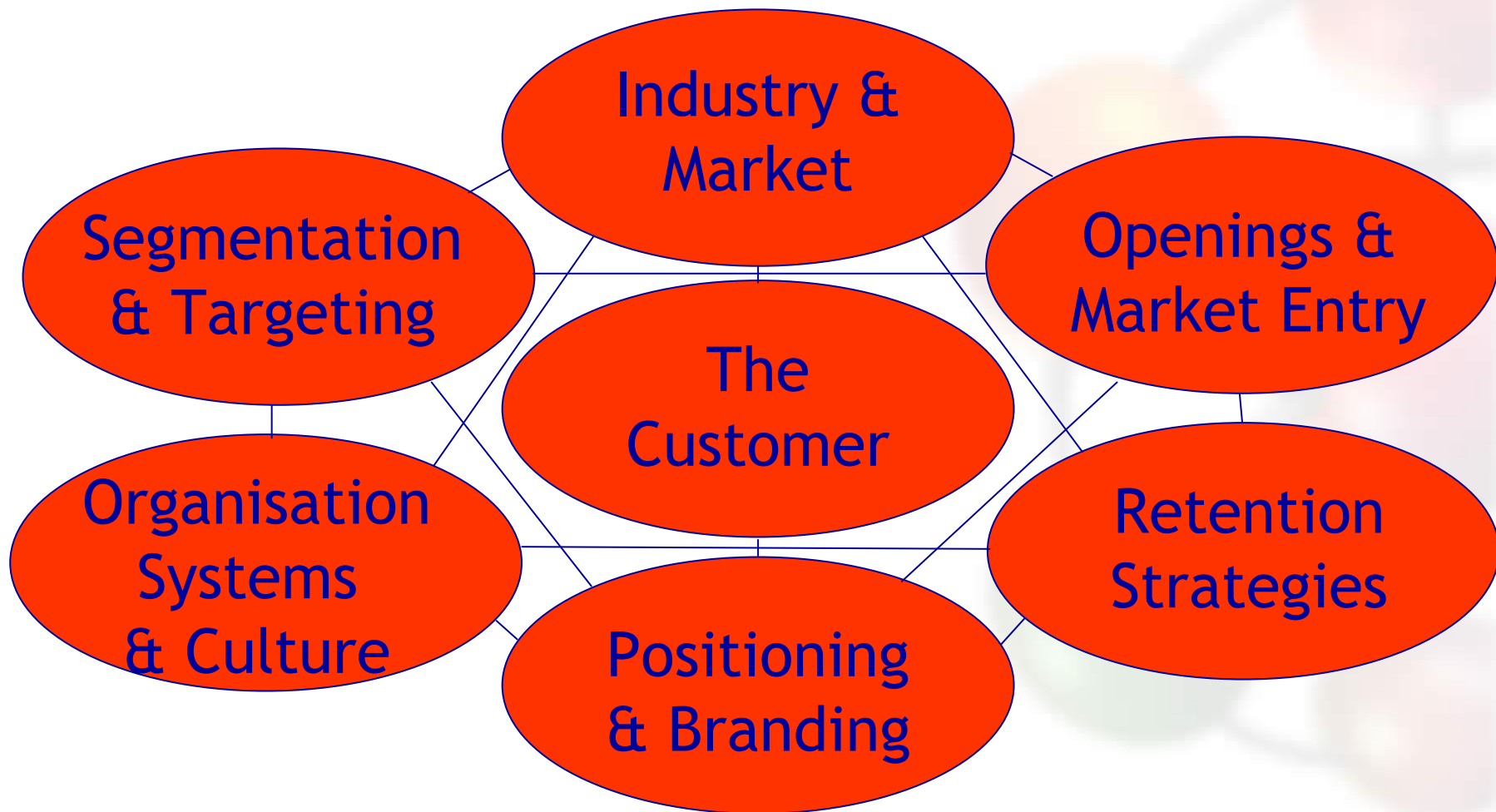
Scorpio marketing strategy



Scorpio- Organisation Culture/Systems

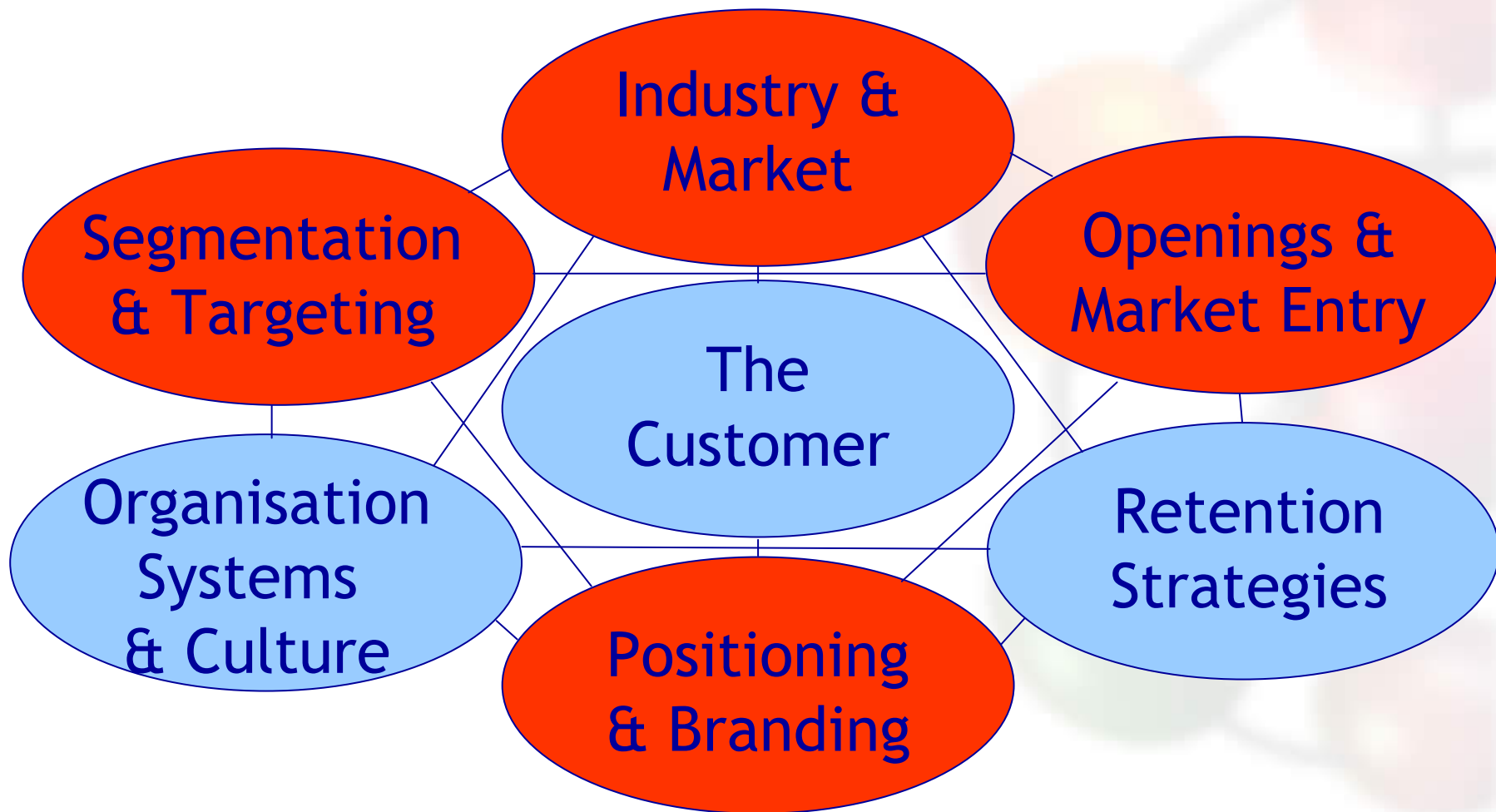


Scorpio marketing strategy

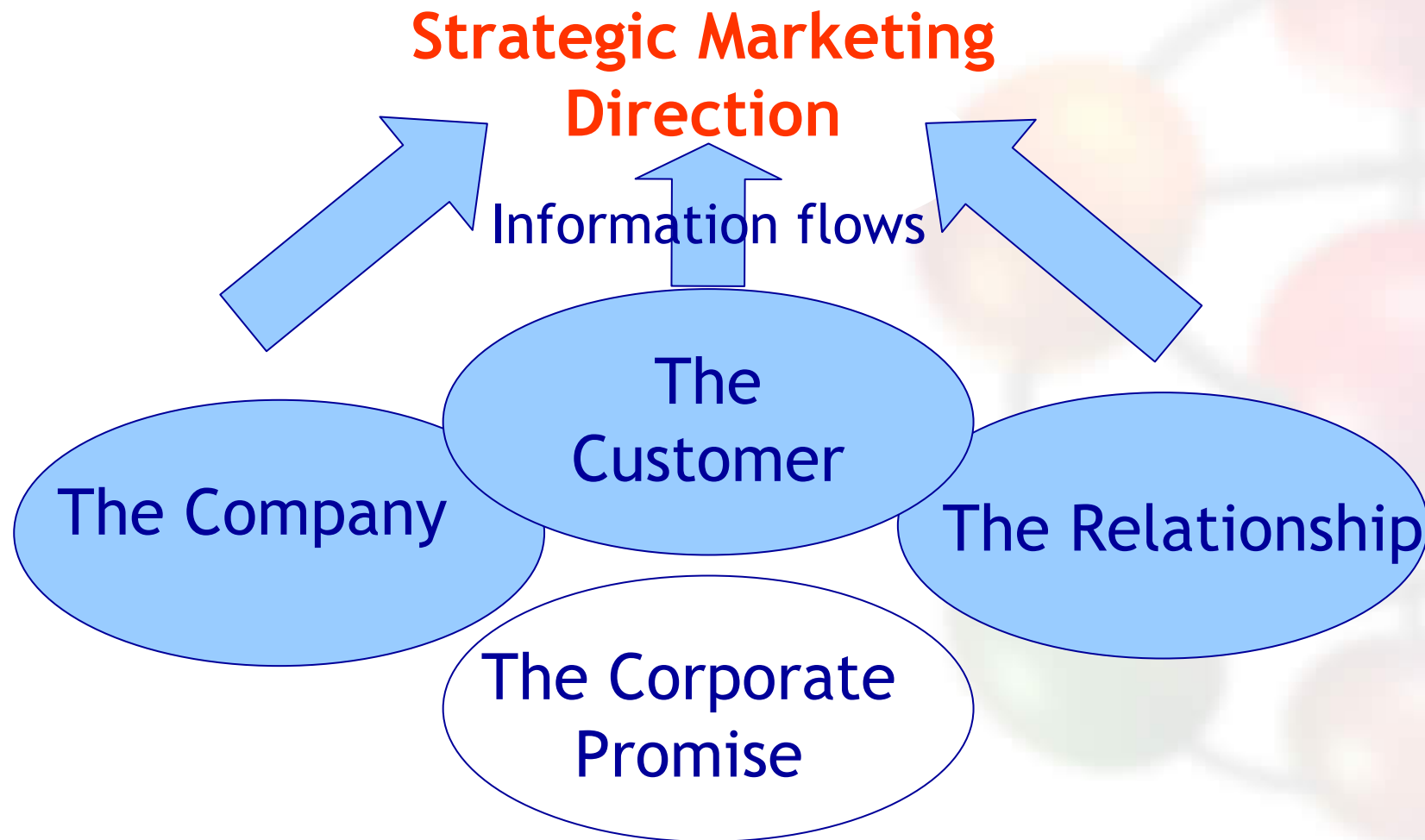


Marketing Strategy & CRM

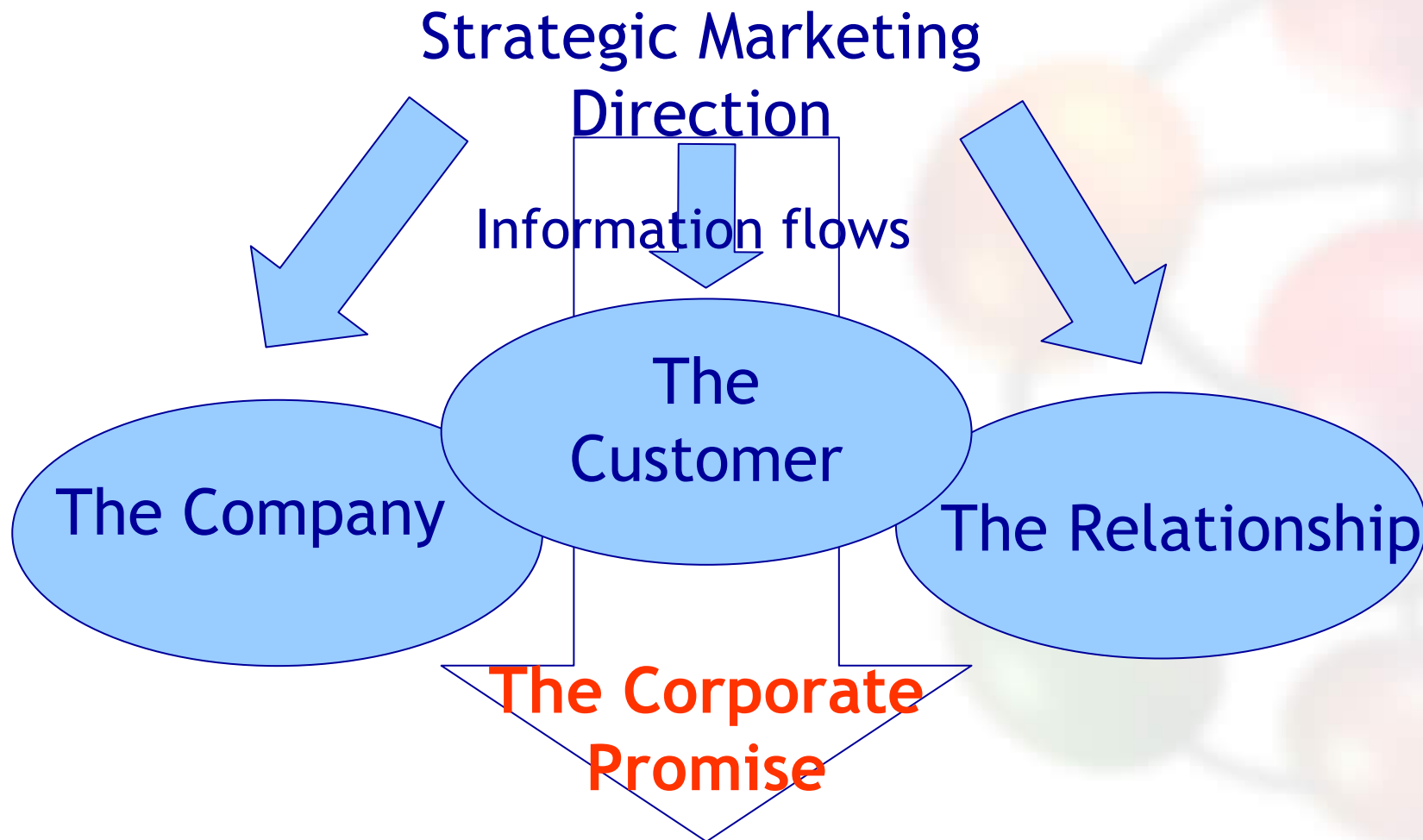
Scorpio marketing strategy & CRM



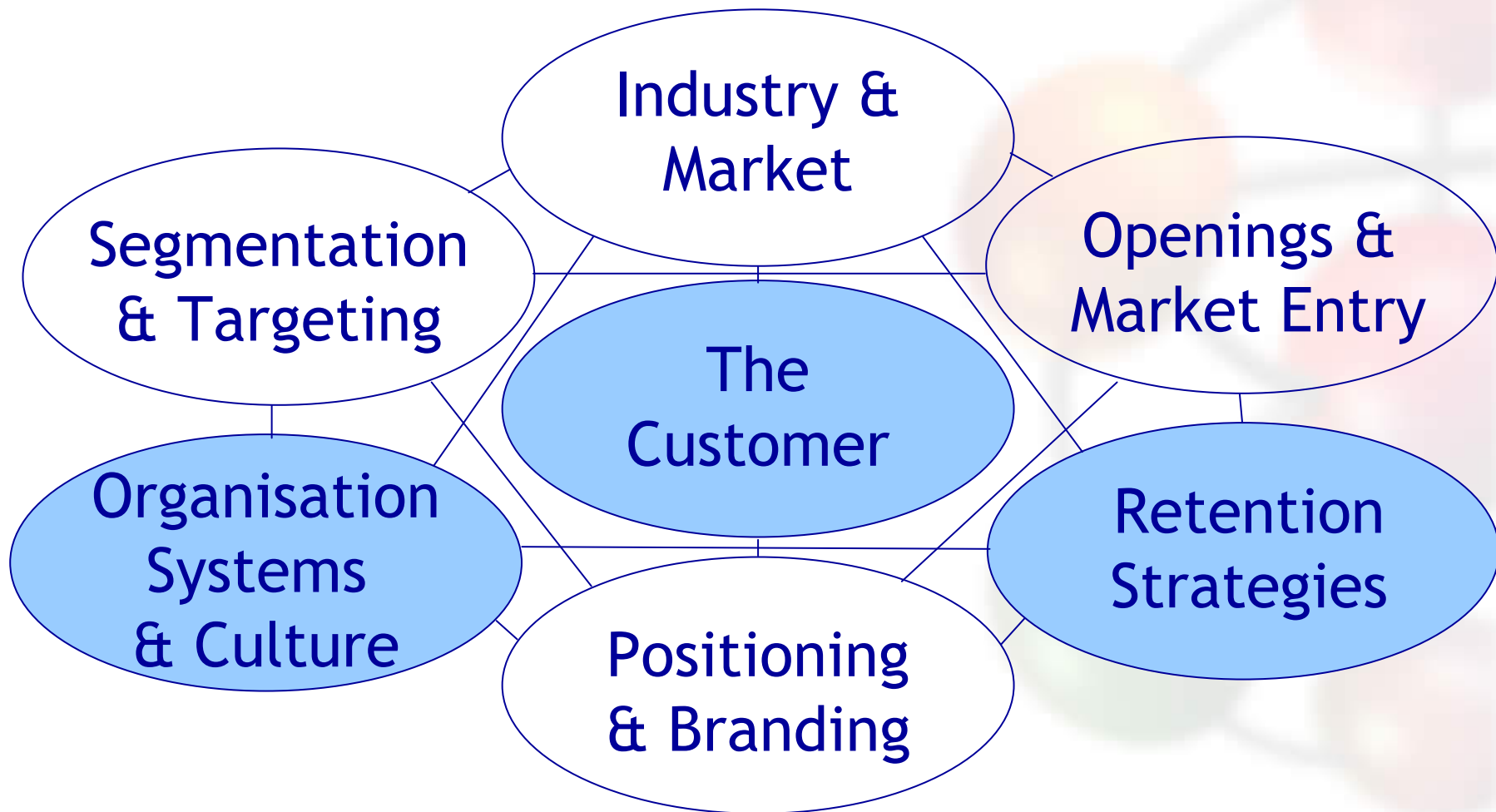
Marketing Strategy needs information



CRM needs direction



Scorpio marketing strategy and CRM



Scorpio marketing strategy and CRM

Retention Strategies

The SCORPIO view

1. How important is 'Retention' in your market?
2. How big is the 'problem' and the potential gains?
3. Is retention just about customer satisfaction?
4. Do your accounting and financial reporting systems allow retention activities?
5. Are you using, or planning to develop, a CRM system?
6. How are you planning to invest in the organisation's primary asset in the future?
7. How do you intend to turn fine words into profitable actions?

Scorpio marketing strategy and CRM

Retention Strategies

The CRM view

1. How good are you at customer retention?
2. How will you use the CRM system to improve retention?
3. How will you measure the results - and over what time period?
4. Will making customer service more consistent improve retention?
5. How “satisfied” are your customers?
6. Does improved retention follow from “best of breed” processing
7. Will improved retention mean increased cost to serve?

Scorpio marketing strategy and CRM

“The purpose of a business is to create and keep a customer” - Levitt

The SCORPIO view

1. I must be more effective
2. Which customers to retain?
3. I need Committed customers
4. Develop tomorrow's business?
5. Be different from the rest
6. Segment the offer
7. Match the channels to the offer
8. Develop the processes to match the market
9. Win the game

Retention Strategies

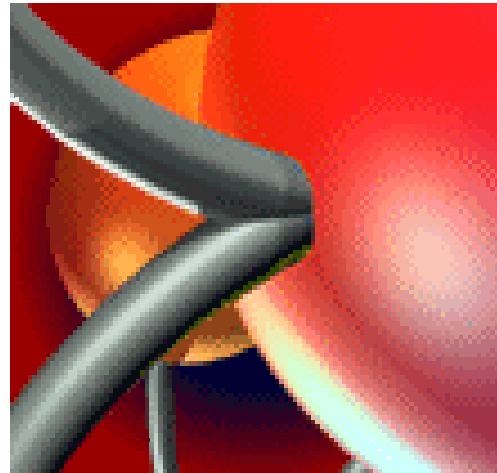
The CRM view

1. I must be more efficient
2. How many customers can I retain?
3. I need Satisfied customers
4. Keep today's business?
5. Be as good as the rest
6. Standardise the offer
7. Match the offer to the channels
8. Develop the processes to match the organisation
9. Stay in the game

And Finally.....

“There are very few people who don’t become more interesting when they stop talking”

- Mary Lowry



SCORPIO **BY PAUL FIFIELD**

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