

Sharp Customer Engagement In Action

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Need

- An understanding of 3,500 B2B customers' needs in a fiercely competitive market
- To increase customer loyalty and profitability
- A business strategy focussed on customer engagement

Solution

- Customer survey using **Sharp Engagement** model
- Incisive measurement of core dimensions of engagement, based on research & practitioner experience
- Customer segmentation

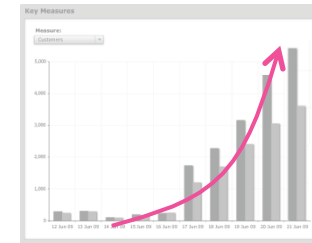
Insight

- Profiling of engaged v. disengaged customers
- Customer engagement is key to purchase intent
- Identified key issues to move customers into "engaged" segment
- Understand business performance in areas that really drive engagement

Action

- Focus on lower performing areas to generate a marked improvement in engagement
- Celebrate & maintain performance in high-achieving areas
- Empower customer-facing employees to address issues & improve relationships
- Communicate results & plans to customers, keeping them **engaged**

Business Benefit

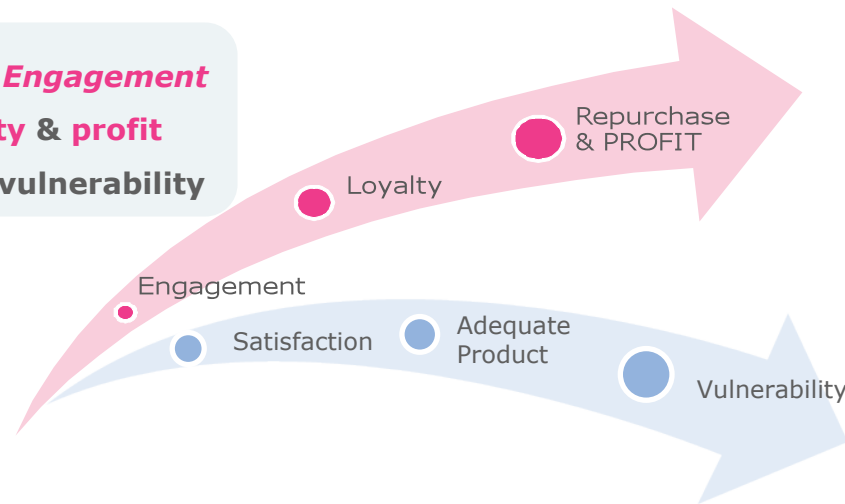


**A clear and actionable
2010 CRM strategy**

Sharp Customer Engagement

leads to **loyalty & profit**

not adequacy & vulnerability



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