

How organizations track customers . . .

Increasingly, organizations are focusing on understanding their customers in order to increase customer satisfaction and maximize lifetime customer value. Insights gleaned from observing customers can drive product improvement, loyalty, word-of-mouth referrals and cross- and up-selling.

- 1) Manage your customer touch points
- 2) Record and analyze behavior
- 3) Maintain data integrity

to retain them longer—and acquire more

- 1) Give your current customers more of what they want
- 2) Determine which ones are most profitable
- 3) Focus on increasing sales to them

- 1) Find prospects similar to your best customers
- 2) Tailor offers to them
- 3) Test your offers and roll out the winners

