Unlocking Customer Insights at scale

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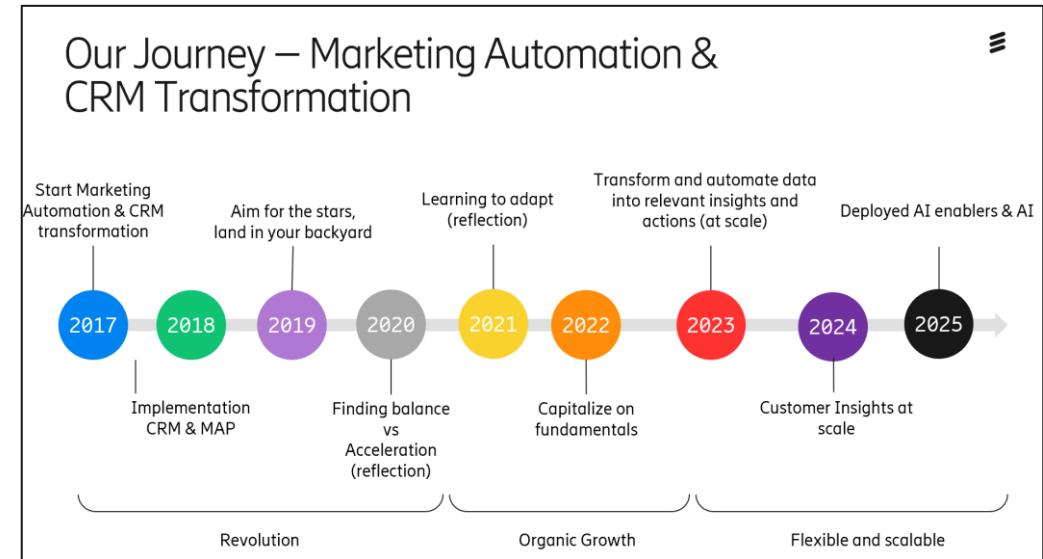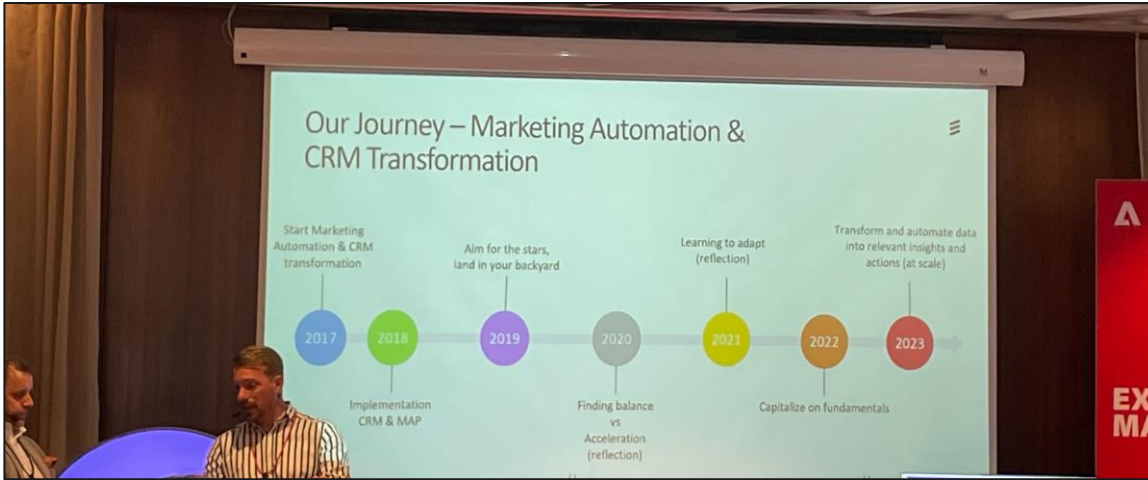
Consistency – this is 2022
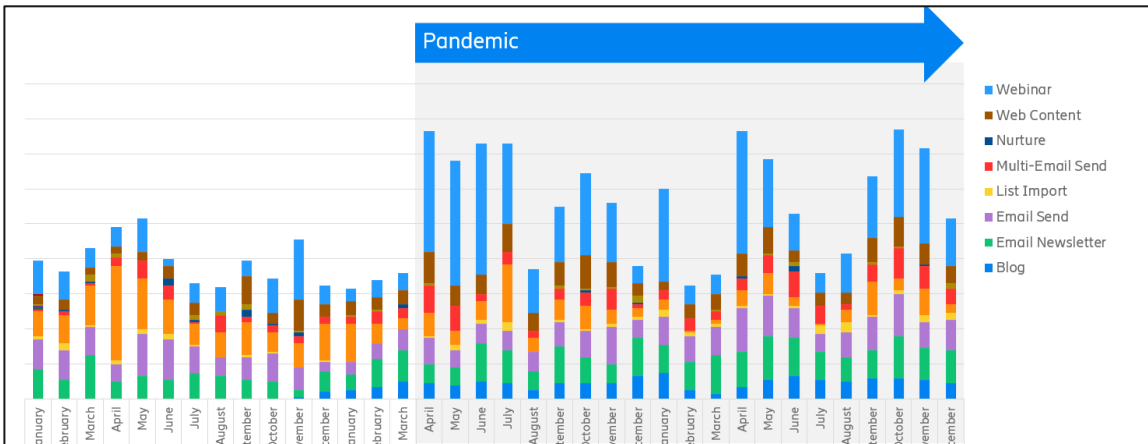
Who was the most engaged customer in the past month?

Vodafone

What did Vodafone do?
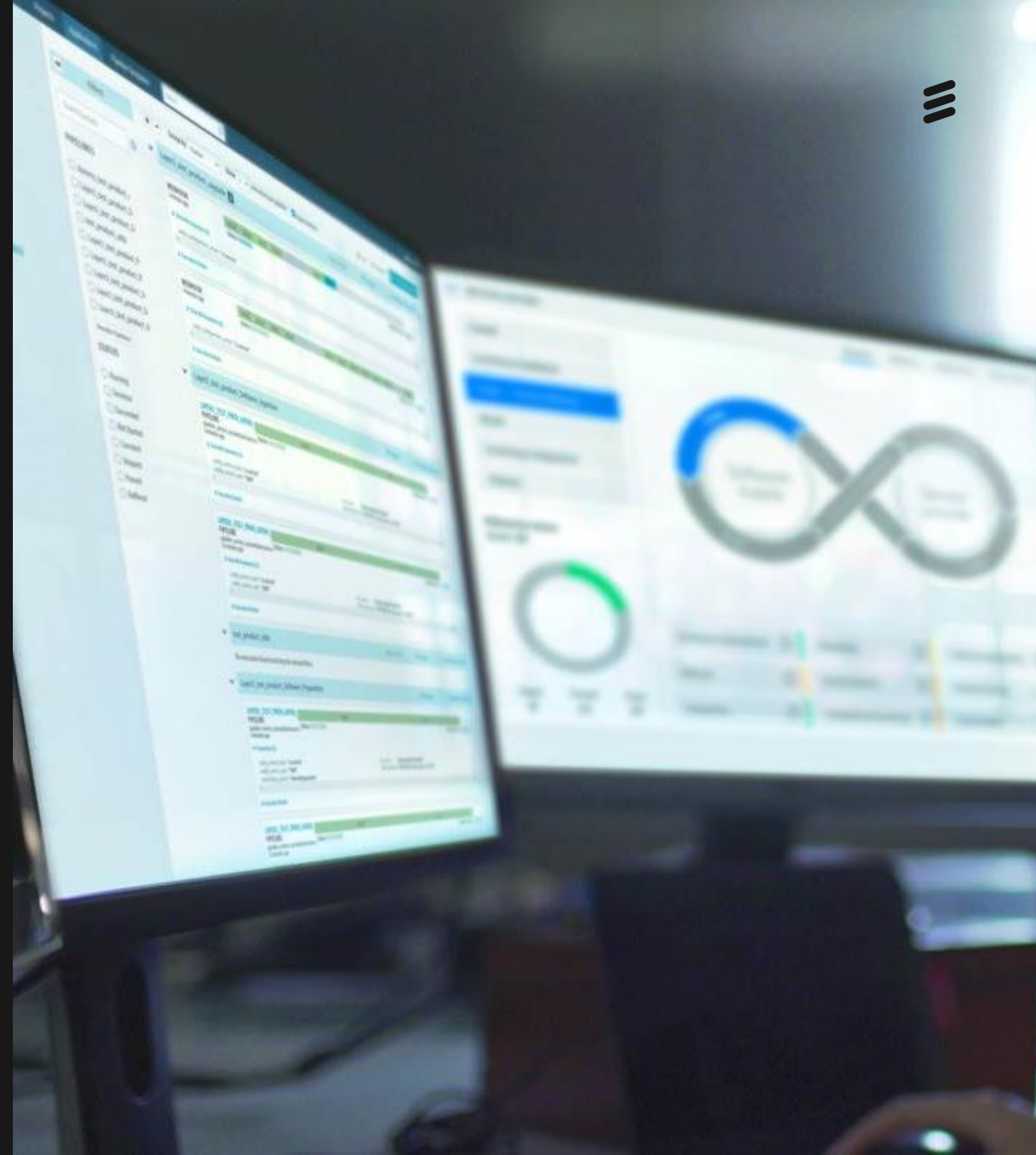
Customer (data) Insights

Pure, clean data

- Mass
- No reference points
- Hard to understand

Data transformed to information

- Datapoints selected by common attributes
- Definition, Reference (name)
- Description (attribution)

Information transformed to insights

- Connected dots (Customer journeys)
- Interpret and analyze for action(s)

Customer Insights at scale

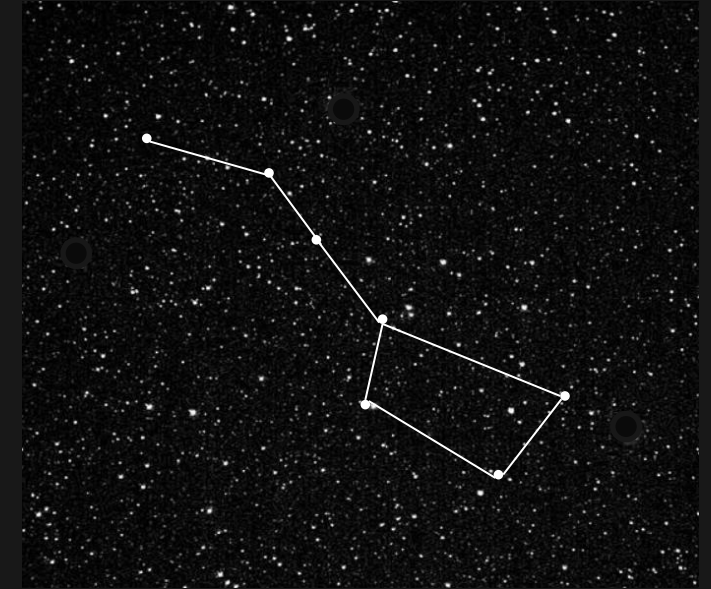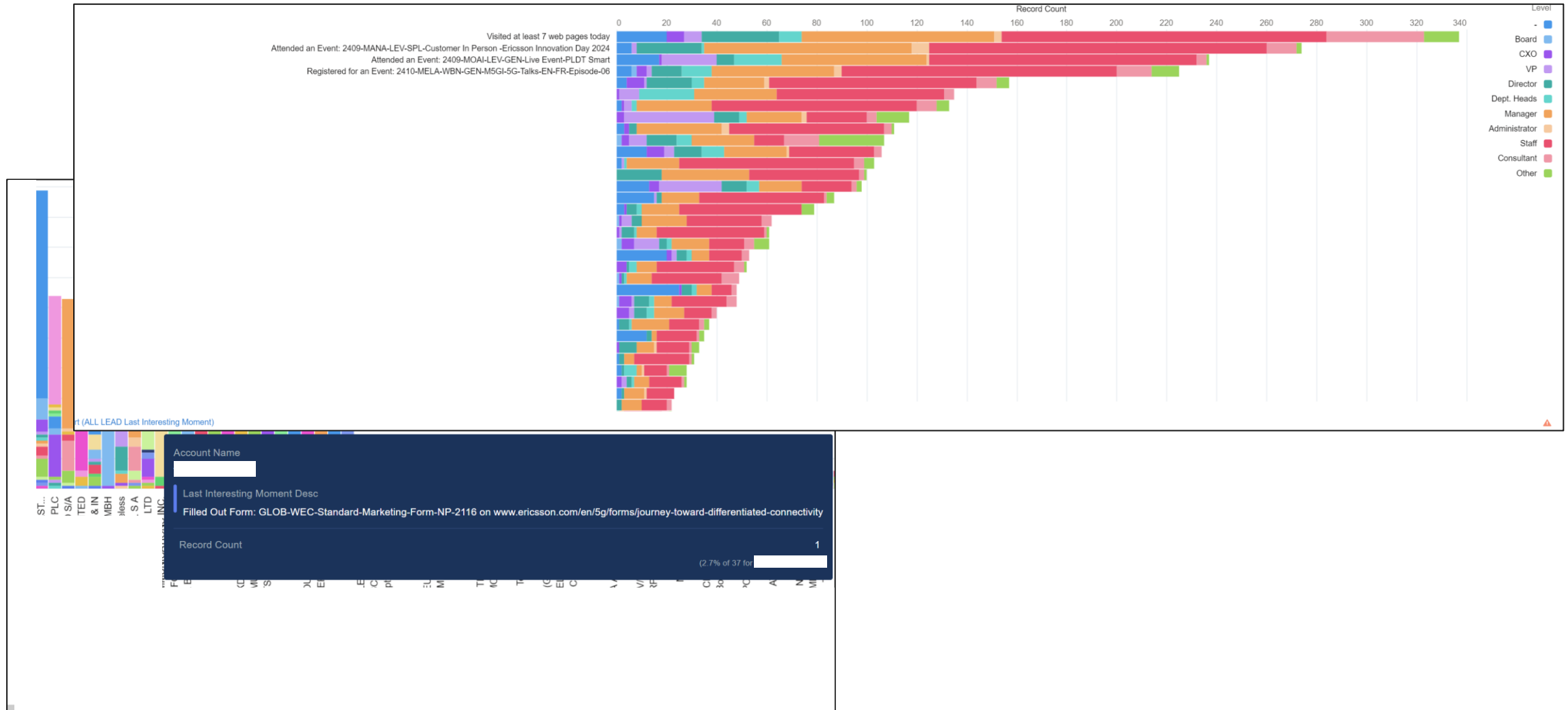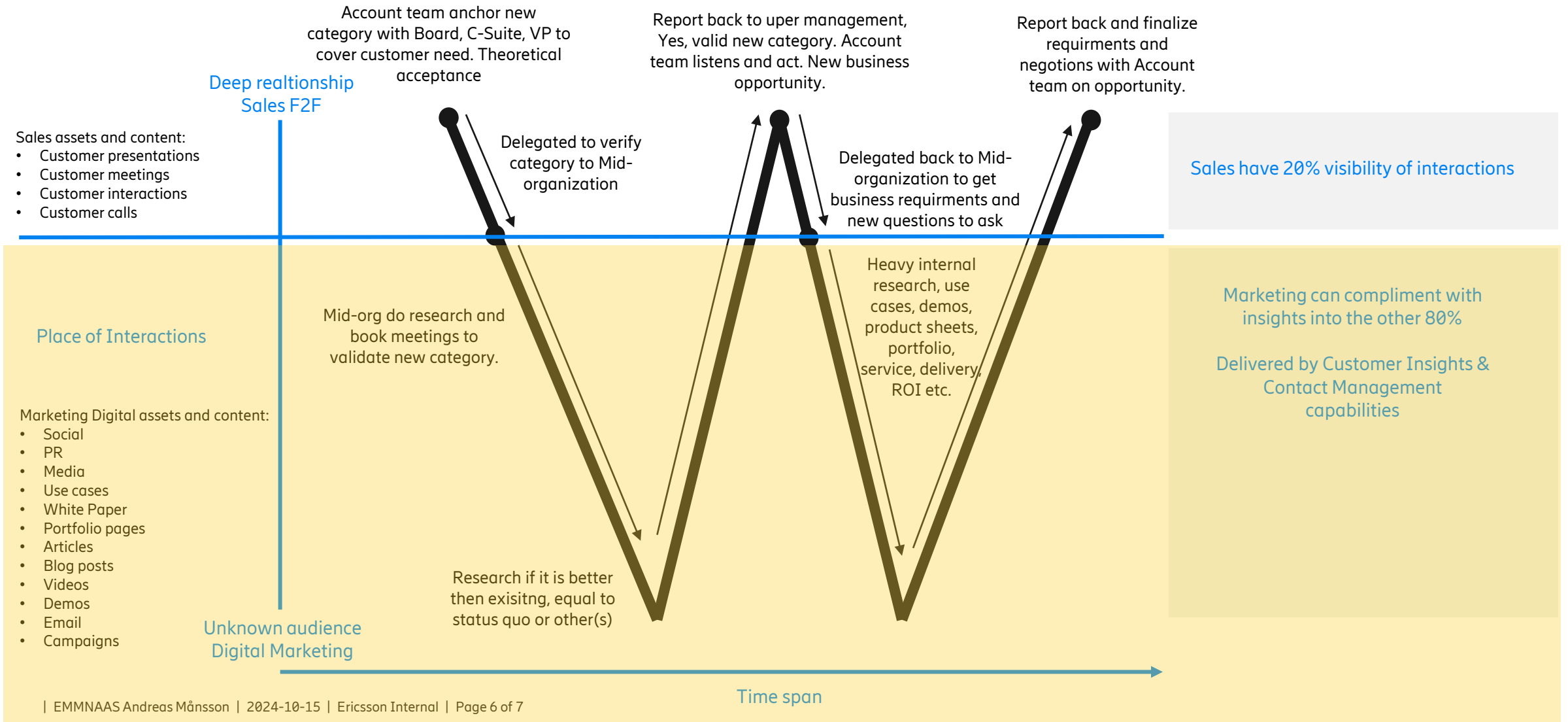# Visualization of S&M engagements in a customer journey
Using a W-model

Deep realtionship Sales F2F

Account team anchor new category with Board, C-Suite, VP to cover customer need. Theoretical acceptance

Report back to uper management, Yes, valid new category. Account team listens and act. New business opportunity.

Report back and finalize requirments and negotions with Account team on opportunity.

Sales assets and content:
- Customer presentations
- Customer meetings
- Customer interactions
- Customer calls

Delegated to verify category to Mid-organization

Delegated back to Mid-organization to get business requirments and new questions to ask

Sales have 20% visibility of interactions

Place of Interactions

Mid-org do research and book meetings to validate new category.

Heavy internal research, use cases, demos, product sheets, portfolio, service, delivery, ROI etc.

Marketing can compliment with insights into the other 80%

Delivered by Customer Insights & Contact Management capabilities

Marketing Digital assets and content:
- Social
- PR
- Media
- Use cases
- White Paper
- Portfolio pages
- Articles
- Blog posts
- Videos
- Demos
- Email
- Campaigns

Research if it is better then exisitng, equal to status quo or other(s)

Unknown audience Digital Marketing

Time span

See you here again in 2 years!