BEYOND CRM
Customer Lifecycle Management

Existing Customers Rock !

## NOVEMBER 2012

We help companies
maximize customer lifetime value
by
increasing
avg customer life,
avg customer revenue
and
customer satisfaction

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Problem

- Companies spend significant time and money on new customer acquisition
  - But have no/low institutional processes to manage acquired and existing customers
  - Often leaving it to individual account reps to grow and build relationships
  - leading to
    - low customer insights,
    - increased customer churn,
    - increased focus and cost on new acquisitions and
    - unreliable results on revenue, profits and customer satisfaction

Businesses lose 50% of their customers every 5 years

Other 1%

Competition 14%

Bad Product 14%

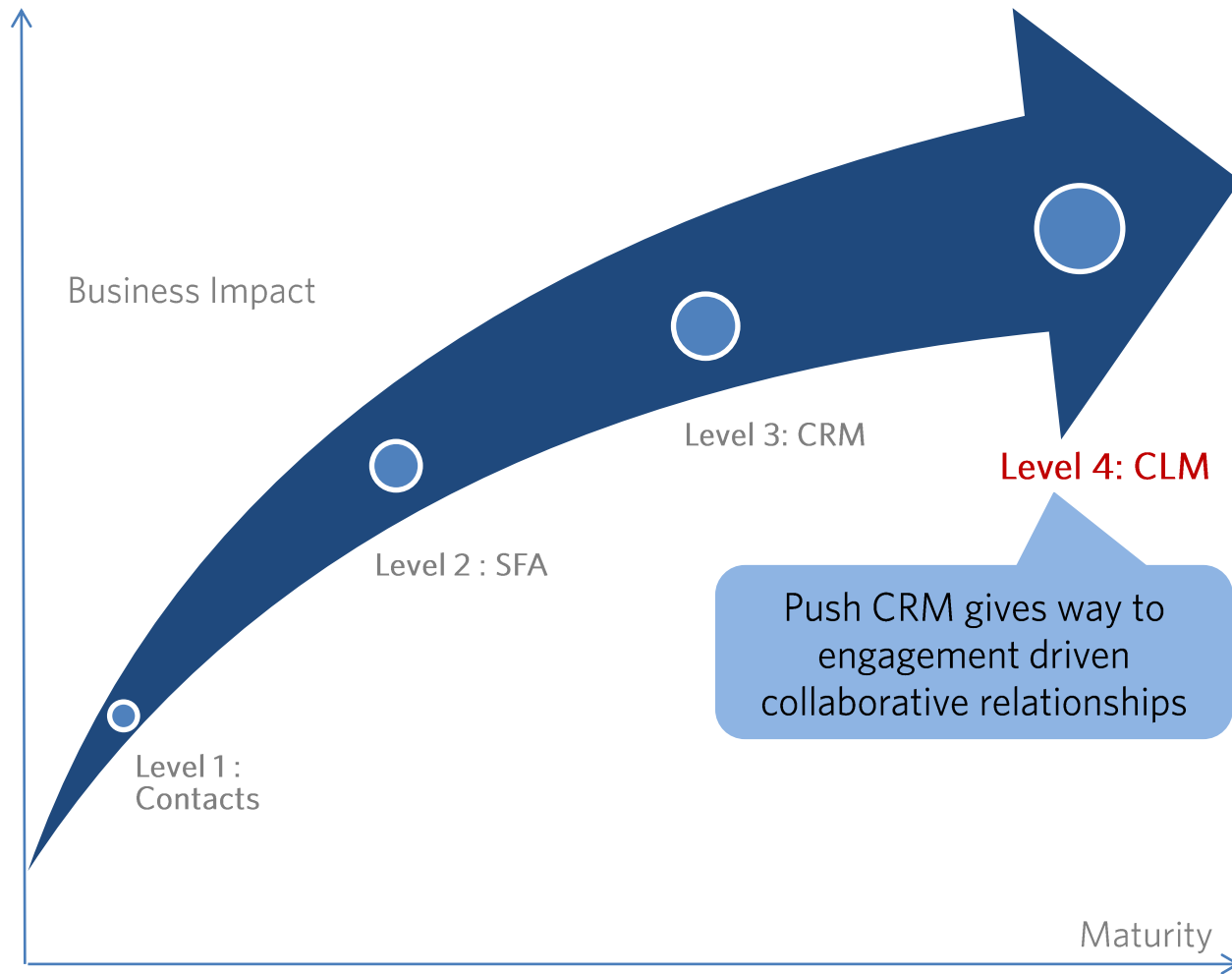Customer Service 71%

Source US Small Business Admin
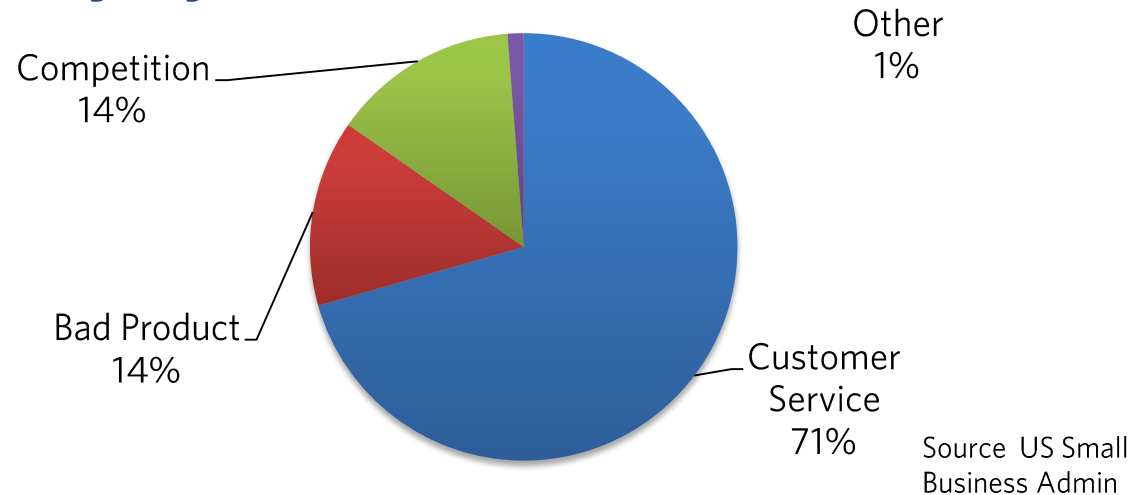
Existing Customers Rock !

- Acquiring new customers costs > 5x retaining current customers
- A 2% increase in customer retention = 10% decrease in costs
- Reducing customer attrition by 5% = increase profit by 25 to 125%
- Customer profitability increases over the life of a retained customer

Source HBR

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Evolution of Customer Management

Business Impact

Level 1 : Contacts

Level 2 : SFA

Level 3: CRM

Level 4: CLM

Push CRM gives way to engagement driven collaborative relationships

Maturity

Beyond CRM
- Focus on existing customers
- Track renewals and resales
- Track Sentiment
- Track Engagement
- Track Revenue Per Order
- Track Account Management performance
- Track lifetime value

ROI
- Increase Customer Life
- Increase Renewals
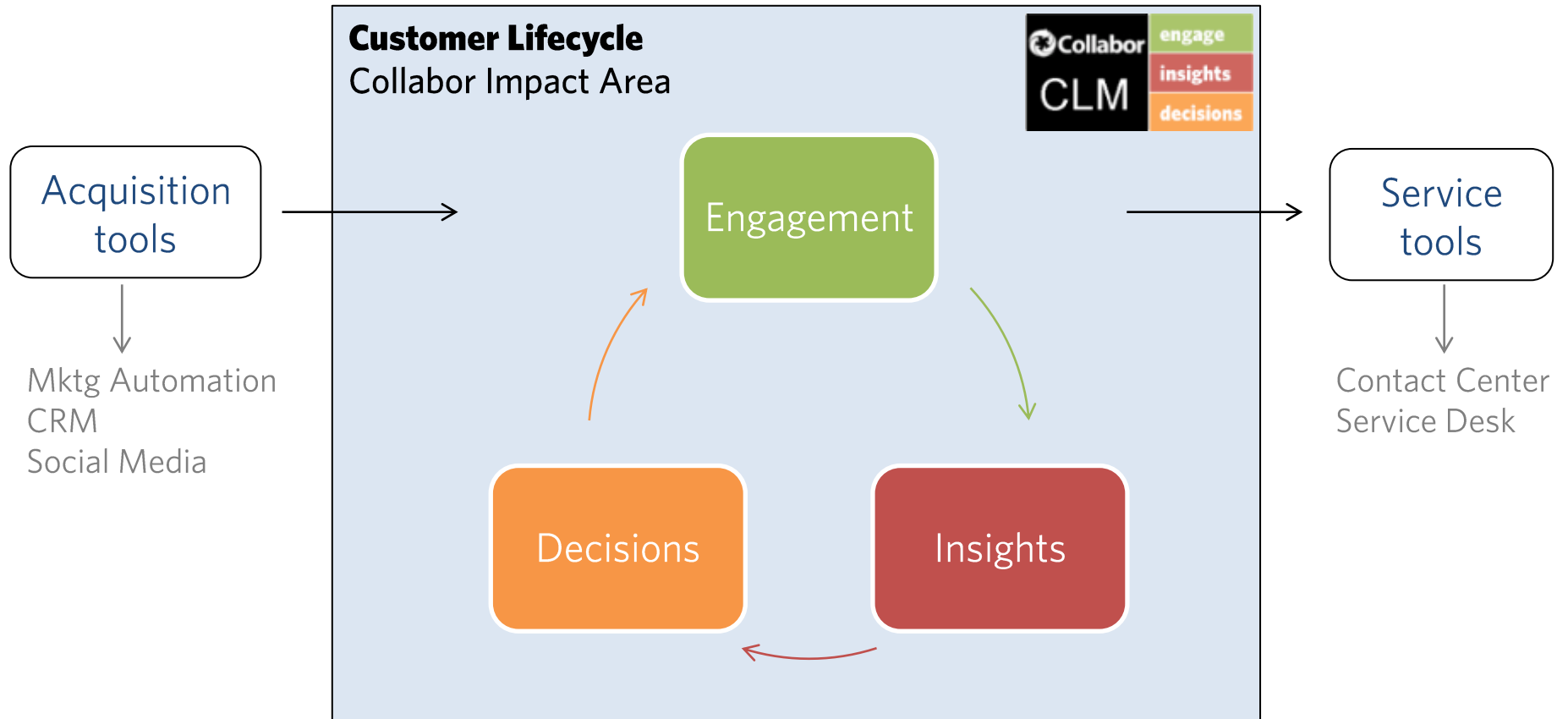- Increase revenue per order
- Increased Engagement

" Mobilize people, tools and systems from marketing funnel to customer lifecycle. It's absolutely essential"
- - Steven Noble, Forrester

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Current systems don't cut it

	Functional Areas	Current Tools	Filling the VOID
5 reasons why companies have short customer lifecycles			
They don't know their customers evolving wants	Customer Information	CRM – passive retrospective information	CLM – Integrates with CRM for seamless introduction
Don't share relevant information w/customers	Customer Engagement	Custom, Customer Communities	CLM – Engage. Personalized & contextual.
Dependent on individual account manager	Customer Insights	None, some retrospective analytics tools	CLM- Insights. Institutionalize customer lifecycle processes
Slow response to queries	Account Management	Email, Calls	CLM – Decisions. Iterate Insights to make decisions and take actions
Customer Support is a first sign of problem	Customer Support	Call Center, Service Desk	CLM – active monitoring & integrate with support for easy handoff
2 reasons to increase customer lifecycles			
Acquiring a new customer costs 5x	Funnel Marketing vs CLM	CRM – only records lifetime value in history	CLM actively impacts relationships to increase lifecycle
Increase revenues	Sales	None	Renewal, Resales tracking. Sell more to existing customers, Track and Map end to end ROI

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Managing the Customer Lifecycle

Customer Lifecycle
Collabor Impact Area

Collabor CLM — engage / insights / decisions

Acquisition tools

Mktg Automation
CRM
Social Media

Engagement

Decisions

Insights

Service tools

Contact Center
Service Desk

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Engage

- **Collaboration** - ability for customers and staff to engage meaningfully over content, documents and ideas across timezones, languages and countries
- **Peer Networking** - ability for customers to engage with other customers - including product, demographic or activity based groups.
- **Social Features** - All content is embedded with social networking features and social media hooks
- **Rewards** - A built-in loyalty program to drive adoption, sustain usage and encourage engagement
- **Integrates** with CRM and other enterprise stack applications

Insights

- Proprietary algorithms that convert data to information to insights
- Indices for – Engagement, Sentiment, Influence, Content Popularity, Content Interaction
- **Access**: A superior user experience across web, mobile & tablet that makes it easy for you and other executives to track customer engagement and account manager performance.
- **Trendspotting** - Pick up highlighted trends from discussions, conversations, workgroups and downloads. Fix issues, enhance products and introduce new ones
- **Know your customer** - Single view of customers across all touchpoints - retail, social, loyalty, online, offline, etc. Identify the most and least engaged customers. Identify the most and least passionate customers.
- **Marketing Benefits** - While offering the ability to cross and upsell, the software creates ability to get customers to soft-sell to other customers

Decisions

- **Crowdsource** - Spin-out decision teams to brainstorm specific customer insights and create new products and services or solve customer problems
- Decisions are **time-bound** creating certainty and support multi-lingual teams across timezones, so you can pull in people in similar roles from across your organization at any given time

Collabor CLM is in the market

Why companies choose Collabor

Easy to Implement
- Easy 6 week implementation
- Integrates within existing enterprise stack

Leading Technology
- State of art Javalamp technology
- Secure Amazon cloud infrastructure
- Mobile, Web & Apps

Complete Control
- Calibrate and Configure
- Graphic Admin panel to manage users, content, workflow and rules

Proven ROI
- 75+ clients with 1 million+ users. 5+ years
- Proven record of increased revenue, engagement and reduced costs

Real-time Insights
- To focus on existing customers
- To listen, understand, engage, collaborate and delight customers
- To increase average customer life
- To increase average customer lifetime value
- To reduce costs of customer acquisition

citibank®
- REDUCED CALL CENTER LOAD – 10%,
- 15% INCREASE IN CREDIT CARD SPEND WITHIN PRIVILEGES PROGRAM
- INCREASED ENGAGEMENT to 600,000+ users in 15 months

NTRA
- Changed narrative to focus on Women, fastest growing demographic
- INCREASED REVENUE BY 30%, INCREASED ENGAGEMENT by 10x in 9 months after implementation

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Benefits of CLM®

When existing customers are engaged, understood and issues are handled and communicated timely, it will

**increase average customer life
increase average customer revenue
achieve customer delight**

leading to greater customer lifetime value

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About Collabor

- Founded and run by sales & marketing professionals.
- 5+ years in business
- 1 million+ users installed base
- 75+ customers across b2b and b2c