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The fundamentals of a successful CRM strategy

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The best CRM strategies are iterative processes that continue to improve and enhance the customer experience which your brand delivers.

This whitepaper explains the fundamental building blocks of a CRM strategy, to help you create or review your current plans.

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CRM strategy objectives

and desired outcomes

Agile, customer-centric marketing is essential in today's fast-moving world. What worked yesterday may not work as well today, what works well today may not work as well tomorrow.

Set yourself up for success with a CRM strategy that puts you on course to be your target customers' long-term brand of choice. It's more than just what CRM platform or tech you use, it's about taking a holistic approach as to how, where, when and what you communicate to your customers.

It may sound obvious but if you've been using the same CRM approach for a while, or perhaps you're new into a role, then it's a good idea to review what you're doing and why.

What's the ultimate vision for your CRM strategy? What benefits and outcomes are you looking to achieve?

Aim to be your target customers' long term brand of choice

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If you can identify which stage of the CRM process is most important to your business right now, it will give clarity and focus to framing a successful strategy.

Prospecting

Are you reaching (enough) new customers through current prospecting channels and techniques? What brand messaging is working best for you?

Acquisition

How, where and when are your target customers engaging with your brand?

Conversion

Where are your sales coming from? Do you know the recency, frequency and value by customer type? What are your conversion levels like?

Retention

Are you experiencing high levels of churn? Which customers are you retaining and which are you losing? What patterns or trends are you seeing?

Loyalty

Who are your most loyal customers? Are they your golden 'ideal' customer or are they a complete mix of personas?

"Brands that demonstrate they 'get' their customers will find it easier to build strong and lasting brand affinity through emotional connection.

A winning CRM strategy will enhance the user experience across all brand touchpoints which will positively impact engagement, retention, sales frequency, ROI and maximise customer lifetime value."

Ashley Patterson
Director of Strategy & Planning, Ikano Insight

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Data & analytics

Data analysis and data segmentation are key to shaping a successful and measurable CRM strategy.

Experienced analysts surface invaluable insights from existing data, as well as predict the likelihood of future outcomes, enabling clients to influence and drive desired customer behaviour with precision.

Customer segmentation models enable you to interrogate your existing database and create value-based segments, giving you real clarity and visibility of customer personas based on sales revenue so you can base your prospecting activity on finding more of the most valuable customer personas.

It's easy to fall into the trap of monitoring and reporting on the same data points on a regular basis. Perhaps now is the time to audit your data reporting processes. There are many different types of analytics and data modelling techniques available but if you're not careful you can get lost in too many spreadsheets and dashboards.

Are you analysing the right data and making confident decisions?

Contact us today and find out how we could help transform the way you use analysis & segmentation

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Data gives you the ability to be agile and quickly respond to change so it's important to choose the type of advanced analytics and data modelling that will add most value to your business. Here are just some of the analysis and modelling types available and the benefits:

- Value-based data segmentation models
- Profiling, demographic, lifestyle, behaviour insights
- RFV modelling
- Location analytics
- CRM & loyalty analytics
- Retention analysis
- Churn modelling
- Predictive data modelling
- Complex event analysis

- Unlock insights into customer attitudes, passions and motivations
- Identify optimum customer journey touchpoints (where / when)
- Increase customer retention / reduce churn
- Maximise lifetime customer value
- Provide a rich source of data for deeper customer insight

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Technology & automation

Technology is fast and customers are demanding.

To thrive in today's fast paced customer-centric world, brands need to invest in time-saving marketing automation & CRM solutions that are able to orchestrate a range of different complex communications across multiple online and offline channels.

Perhaps you have a comprehensive marketing technology stack that looks something like this:

- CRM eg. hubspot, salesforce
- Web eg. Magento, Shopify
- eMarketing eg. Braze, Mailchimp
- Business intelligence eg. Tableau
- ePOS eg. Tillster, Mytec
- Social media eg. Facebook, Twitter

On 'paper' this list covers a good range of inbound / outbound data flow touchpoints.

The reality is that it's a complicated, ongoing, time-consuming task to accurately track and manage the customer data movements and ensure that you're delivering the optimum customer experience.

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The solution

A marketing automation system customised to your business.

Here are some of the customisation options that are available and the benefits:

- Customised to your industry and communication needs
- Build and integrate loyalty platforms
- eCard creation and integration
- Multiple App interface integration
- Receipt scanning data capture and integration

- Increased revenue and average sales. More automation of cross-sell and up-sell strategies, amplifies the opportunity to drive relevant communications and improve the timing of messaging
- Provides a seamless omni-channel experience to increase engagement and brand affinity
- Greater automation allows companies to test, learn and change strategies quickly and consistently
- Modular and flexible

Use tech that cuts through the clutter to reach your high value customers.

Contact us today and find out how we can help you
save time, streamline your processes and increase ROI

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Data management

Data is your most important asset, but is often spread across companies in different formats and on different platforms. If you're serious about using a data-driven strategy for your business, a data platform that gives you a single customer view (SCV) is essential.

Perhaps you already have a CRM platform that holds some of your data. It's good practice to regularly review its suitability and capability for where your brand is today and your ambitions. Is it a good match or have you outgrown the platform? Are you using all the functionalities? Do you need more training or more add-ons? Or perhaps it's just a bit clunky or different departments are using different platforms.

CRM platforms have seen a revival over recent years. There are now hundreds of new, multi-module platforms readily available at both ends of the cost scale depending on your requirements and budget.

Many offer a wide range of tools and integration options that enable your entire organisation to use the same platform e.g. Hubspot, Salesforce, Freshworks.

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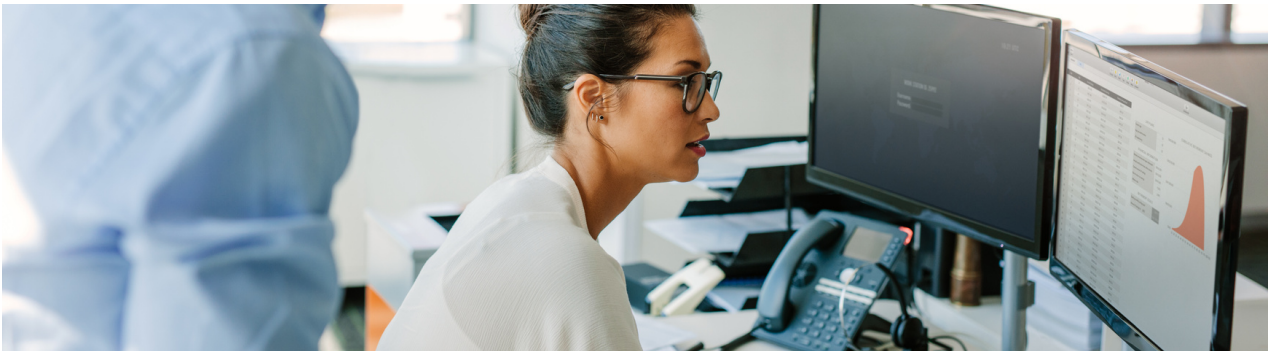
If, however, you have vast data sets and your data flow is complex we would highly recommend taking a bespoke approach. Here are some of the options and benefits:

- Consolidate and simplify complex and scattered data into a single customer view
- Customer Data Platform (CDP) set up
- Design & build customised database solutions that can accommodate large-scale data sets
- Data integration options for multiple interfaces
- Data lake capabilities
- Data enrichment

- Globally compliant with relevant data protection legislation
- Simplified and consolidated data brings clarity and visibility
- Standardised data input & marketing data selection methodology saves time & resource
- Platforms are scalable, they can grow as you grow

Transform the way you manage your data.

Contact us today and find out how we can help you
simplify and consolidate complex and scattered data sets

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Campaign management

How did your last campaign perform? What are the weak areas and what are the strengths?

Campaign development is deadline-driven, with thinking and planning time sometimes squeezed by the sheer time required to deliver a highly targeted and personalised omni-channel CRM campaign.

Whether you're looking to set up a new campaign or refresh an existing one, it makes sense to use the latest marketing technology solutions to increase efficiency. By automating your campaigns, you can create valuable time efficiencies and ensure the quality thinking time is allocated to the strategy and content rather than the implementation.

Indeed, the content and brand messages have never been so important. A recent article from the DMA reported:

"Marketing needs to engage its audience with content that goes beyond the transactional, short-term objective - it needs to engage around values on an emotional level."

It went on to cite how brands such as Patagonia achieve a strong connection with their audience because their purpose transpires in every marketing communication, and it is effective because their audience is committed to the same values. It went on to say:

"Not all brands are blessed with the ability to communicate such a clear and overtly noble purpose, but including some authentic, value-focused content is not out of reach, and we think that it should be part of every CRM marketing plan."

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So, consider changing the balance of your marketing focus between brand purpose messaging and campaign implementation.

What can be automated?

Here's a checklist of key elements to consider when creating and managing a CRM campaign:

- Centralise your CRM campaign management tools for valuable time efficiencies

- Singular cross-channel campaign strategies will deliver optimum ROI results

- Choose a CRM technology solution that is modular, flexible with multiple third-party integration options e.g. CRM, web, ePOS, eMarketing, social media

- Send highly targeted, timely and personalised communications based on data insight and customer segmentation analysis results

- Continually test and refine offers, messages and creative

- Campaign dashboards: consider how you will measure the campaign performance as part of your strategy – consider data visualisation dashboards

Centralise and outsource your CRM campaign management for a fresh approach and to create valuable time efficiencies and optimum ROI results

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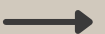
CRM campaign measurement and optimisation

Business intelligence is crucial, but data sets (of all sizes) can be complex to handle and analyse efficiently. It may sound simple but there is most definitely an art to simplifying complex data.

Data is powerful when simplified and made actionable

We would highly recommend seeking the services of data experts to clarify, simplify, and visualise your data and trends into user-friendly campaign dashboards.

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Here are just some of the benefits of using dashboards to visualise your data and measure performance:

- Set, measure and monitor actionable dashboard KPIs for CRM and loyalty campaigns

- Use to measure effectiveness of customer sign-ups, purchase frequency and value

- Data can be visualised and filtered by store, country, department or choose to customise

- Real-time dashboard information enables confident and agile business decision-making

- Simplified data dashboards can be used at all levels for co-worker empowerment

- Increase business efficiency through standardised reporting

- Allows companies to test, learn and change strategies quickly and consistently

It's time to see your data differently.

Find out how our Business Intelligence solutions
can bring visibility and clarity to your data

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Want to find out more?

If you want to find out more on how we can help you create a powerful CRM strategy, please get in touch using any of the details below:

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