

# Customer Relations Management (CRM)

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## *Integrating Service with Marketing and Sales to Optimize Revenue and Customer Satisfaction*

Marketing, sales and service are the three main factors that establish and sustain a world class CRM Program. JHolcombe & Associates focuses on tightly integrating service delivery (and the information harvested from the interaction with customers) with marketing and sales planning. To maximize long-term revenue, certain key questions need to be addressed:

- Is timing right for the upcoming campaign?
- What customers do we target?
- What market segments do we target?
- How will I know if I'm successful?
- How do I implement the product release or update?
- Are my customers ready for the next level of technology I am prepared to offer?

JHolcombe & Associates has the experience and business sense to help you successfully answer these sorts of questions when your staff is carrying out a CRM project.

Based on Executives' inputs and enterprise strategies, we develop Critical Success Factors that fit your business. We mine customer and product support data to generate insights that will integrate Marketing, Sales and Service ventures so that the customer and only the customer becomes the focal point for your business.

### **From the Marketing Perspective...**

We evaluate your products, market segments and current customers. Competitors' advantages and disadvantages are documented and analyzed. Using customer and product performance feedback, we steer your efforts in marketing planning, catalog management, and campaign planning and execution. We evaluate your connectivity with your customer base by exploring area like:

- What communication channels are used to reach the customer?
- How effective are they?
- How do customer inputs on product performance get conveyed to Product

Engineering?

- Are we taking decisive and corrective actions on product reliability issues?
- Is the company prepared to offer Service Level Agreements and manage their day-to-day execution?

This approach results in winning strategies, increased forecast accuracy, and targeting of the right customers with the right offer at the right time.

### **From the Sales Perspective...**

JHolcombe & Associates can help equip you to be better prepared when meeting face-to-face with your customers and control the sale by setting up the processes to provide:

- Customer account status and profitability
- Product's current performance for the customer
- Customer's current concerns

### **From the Service Perspective...**

Once the product is sold, service becomes the primary focus for the customer. Elements that must be addressed include:

- Service planning
- Warranty sales
- Customer care
- Service Level Agreements
- Field service
- Returned goods policies
- Technical data management
- Supply support
- Maintenance, Repair & Overhaul (MRO)
- Warranty claims and payment
- Product Life Cycle cost control

JHolcombe & Associates can assist you in developing a Service Strategy that will lead to competitive advantage. In environments where highly engineered products are deployed, many of the elements shown above are addressed in the

# Customer Relations Management (CRM), cont'd.

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Integrated Logistics Support Planning phase of the product's life cycle. If these support elements have not already been fully planned and funded for management within the customer's own enterprise, multiple opportunities exist for Contractor Logistics Support (CLS)...an emerging after market revenue line with high rewards and, at times, high risks. Our consultants can assist your service management staff in designing CLS service offerings and their associated delivery systems to assure that service risks are properly mitigated, high service revenues are secured and the product life-cycle cost goals of the customer are met.

## Integration

Successful integration of the Marketing, Sales, and Service Operations ensures that your company can:

- Know customer history and requirements
- Respond to all service needs
- Improve product quality through feedback
- Project a positive image
- Satisfy the customer
- Assure that the customer is retained for future sales opportunities when current products reach the end of their life cycles

Through expert integration of these three elements of customer satisfaction, company Executives will be in a position to:

- Execute enterprise-wide strategies
- Understand customer behavior
- Focus on customer needs
- Respond to alerts and exceptions
- Increase revenue, profit, and customer satisfaction

## Credentials

- Managed Logistics Service organizations in both the U.S. Navy and U.S. Air Force (41 years combined experience)
- For the US Navy, operated the Aviation Supply Control Center, a Customer Response Center for all high priority US Navy and US Marine Corps aircraft readiness requirements
- For NASA, operated the Mission Support System for all payload operations at Kennedy Space Center, supplying payload customers with all logistics needs in the areas of procurement, depot-level maintenance, transportation, supply support and warehousing
- For SITA, provided eCommerce MRO product strategy consulting in the Commercial Air Transport industry
- Provided Subject Matter Expertise in customer service and product support for inclusion in new business proposals for Lockheed Martin

