



Data-driven Customer Engagement in B2B

A good relationship with your clients is essential and that's why, for several years now, Customer Engagement is such a popular topic. But why does this topic continue to remain so popular? Apparently it is very hard to implement a solid strategy for improving the Customer Engagement. If you really want to be a customer centric company, you need a novel approach. A new way of working where Marketing, Sales and Data Intelligence provide the ultimate client experience based upon a 360° client view.

The traditional sales funnel

Not long ago it was the sole responsibility of the sales department to reach the turnover targets for new and existing customers. The sales representatives worked independently on a specific set of customers and used their intuition and the information they gathered. More and more organizations now consider this the old way of working and are shifting to a new market approach.



Figure: The traditional sales funnel

The new marketing & sales funnel

Our new business and cross and upsell market approach is changing due to several trends. First of all, there is a lot of information available on the internet for clients to prepare themselves before even getting in touch with the sales representative. Organizations on the other hand realize that putting sales targets on short-term turnover does not provide the long-term stable business that is required. More and more companies are refocusing sales targets to the quality of client relations and customer satisfaction. Modern organizations, that make use of all possibilities of modern technology, change the sales cycles completely. The responsibility for optimizing the client experience is shared between Marketing, Sales and the Data Intelligence team. And more and more organizations are shifting towards multidisciplinary teams like 'the new business team' and 'the retention team'.

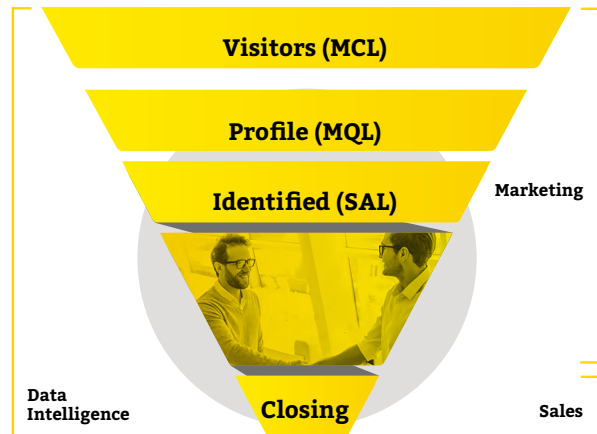


Figure: The new B2B Marketing and sales funnel

Create a 360° customer view

To be able to target on customer satisfaction, it is essential to provide each (potential) customer with the best service possible: a superb client experience. This can only be realized when you know everything about current, potential and even former clients. A 360° customer view contains all relevant information of each individual client. This includes high level data such as the size of the organization but also details such as individual intent revealed by specific clicks on the website.

The advantages of data-driven Customer Engagement

The shared effort to optimize the client experience improves the relationship between a client and an organization: The Customer Engagement. We know that working on Customer Engagement, based on a 360° customer view, provides important benefits. We listed the major advantages of data-driven Customer Engagement for each involved discipline:

Sales: the sales representative knows the client better than the client knows himself. The sales pitch changes completely due to all new information available. Ultimately, the role of the sales representative changes from selling goods and services to a trusted advisor.

Marketing: with all specific information about website visitors and leads available, marketing is much more focused, campaigns can be more and more optimized and clients and prospects only receive relevant information.

Data Intelligence: while Marketing and Sales keep on adding new data, the quality of data is increasing with time. This enables the Data Intelligence team to continuously improve insights.

How to get started with data-driven Customer Engagement?

Are you curious about the steps to take to get your organization ready for data-driven Customer Engagement and do you want to read more?

Contact us at kontakt@macaw.net or check macaw.net/de