



MARKETING + SALES + CUSTOMER SERVICE



ChannelEconomics

KNOW

PLAN

MEASURE

Dear Sales and Marketing Managers and Executives,

Today's fierce business climate of globalization, electronic commerce and consumer ambivalence demands a smarter way to bring your products and services to market. However, determining how to do so is not a simple task. Faced with information overload, conflicting opinions and competing agendas, it is often a struggle to set the course for how your organization should go-to-market. The decisions you make today about how you market to, sell to and service customers will impact the financial health and prosperity of tomorrow's organization.

Channel Economics was formed with one idea in mind: To support you in making those crucial business decisions around how customers are marketed to, sold to and serviced. Our sole mission is to help our clients systematically improve the way they bring their products and services to market. This is our passion.

To meet these ends, we provide our clients a suite of services. The full suite of services is designed to provide decision-makers with the information and insight needed to make the most rewarding go-to-market decisions. We begin with our KNOW Services. The group of KNOW Services are designed to do just that – to enable you to know more about your organization, your markets and your customers. Once you acquire this information and build a foundation for your decision making, Channel Economics offers you a set of PLAN Services designed to support you in your decision making processes. The PLAN Services provide that crucial link between strategy and execution by enabling you to more accurately forecast and plan winning go-to-market strategies. Our MEASURE Services are designed to help you systematically track and measure the most appropriate go-to-market performance metrics, measuring both operational and financial impact. Our MEASURE Services will reveal how operational performance carries through to financial performance, and will indicate where future efforts should be directed.

At Channel Economics, we realize that in order for a business to have long term success, a disciplined approach must be taken in making marketing, sales and customer service decisions. Our services support that philosophy. We provide an integrated suite of services that enable our clients to systematically improve the way in which they go-to-market. Our services are not delivered as a one-time event. We deliver much more than just management advice and recommendations. Clients receive the processes and tools to continually make high-impact decisions. Our unique combination of services, processes and tools have been proven to drive real business results.

We invite you to READ FURTHER and to learn more about our services. We hope we can assist you in achieving your goals and objectives.

Sincerely,

Brian C. Giamo
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MARKETING + SALES + CUSTOMER SERVICE



KNOW

Know services and analysis tools provide you with the information and insights about your customers, markets and your own organization. Insights that allow you to:

- Understand specific customer expectations and requirements
- Spot high potential opportunities in the marketplace
- Identify key areas for improvement in your organization's capabilities

Plan services and planning tools step you through the decision-making process for important marketing, sales and customer service decisions.

Better allocate and prioritize marketing spend

Plan more effective marketing campaigns

Optimize sales coverage

Improve sales productivity

Deliver higher quality customer service

PLAN

MEASURE

Measure services and measurement tools help you establish a system of measurement for your marketing, sales and customer service organizations. Our services and tools enable you to track and monitor meaningful measures and metrics.

Evaluate the ongoing financial impacts of your marketing, sales and customer service organizations

Monitor organizational performance

Track individual productivity

Capture and analyze key customer metrics

CHANNEL PREFERENCES

With the proliferation, and adoption, of multiple sales and delivery channels, it is crucial for managers to have a clear grasp of how customers would like to be communicated with: some customers prefer to learn about products and services through the Internet. Some customers choose to speak to a representative over the telephone. And yet others feel more comfortable meeting with someone face-to-face. Furthermore, how customers prefer to do business can vary depending on factors such as product-type, geography and competitive offerings. Not all customers are the same. Customer behavior, technical savvy and time constraints vary.

Do you know your customers’ preferred ways to learn about, shop for, purchase and receive support for your products and services? Do their channel preferences change depending on which products or services they purchase? Channel Economics can help you understand your customers’ channel preferences for each of your different products and services - at every stage of the buying process.

The Channel Preferences service and tools allow you to clearly identify how specific customers prefer to interact with your business across all phases of the customer buying process. Channel Economics works with your key stakeholders to deliver our proven survey to both your current and prospective customers.

<p>Deliverables:</p>	<p>Channel Preferences Survey: tested and validated web-based survey to capture customer channel preferences Channel Preferences Analysis Tool: enables the easy manipulation of customers' channel preferences data Channel Preferences Report: includes key observations, trends and opportunities</p>
<p>Benefits:</p>	<p>Identify gaps between customers' channel preferences and the channels currently offered Anticipate future shifts in customers' channel preferences Reprioritize channel investments to meet customer expectations Achieve greater productivity from your marketing, sales and customer support channels and related resources</p>
<p>Methodology:</p>	<p>Tailor Channel Preferences survey specific to your business Administer web-based surveys to current and prospective customers Tailor Channel Preferences Analysis Tool specific to your business Cleanse and analyze information Generate Channel Preferences report</p>
<p>Audience / Stakeholders:</p>	<p>Market Research Marketing Sales Customer Service Product Management Brand Management Channel Management</p>
<p>Related Products / Services:</p>	<p>Customer Experience</p>

KNOW SERVICES

CUSTOMER EXPERIENCE

A customer's experience is one of the building blocks of their overall satisfaction and loyalty. This is why it is critical for your organization to understand a customer's desired experience. As a customer interacts with your organization, it is crucial to not only meet but exceed their expectations. The customer must feel confident that they are getting timely and accurate information, your resources are competent and knowledgeable, the tools you are providing them are easy to use, and the process you have them following is intuitive.

For example, just because a customer prefers to purchase a product through the Internet and you offer them that capability does not guarantee a satisfied customer. In fact, that customer may have found the website to be too cumbersome, difficult to navigate and/or too complicated to use. What determines a good customer experience versus a bad one? Is it the accuracy of information? Is it the ability to complete the transaction quickly? By employing our market research techniques and analyzing the results, Channel Economics can help you better understand your customers' desired experience.

Deliverables:	Customer Experience Map: a tool that enables you to map a customer's current and desired experiences Customer Experience Report: identifies gaps in current customer experience and provides recommendations on how to support a customer's desired experience
Benefits:	Identify gaps in information, technology, processes, and the skill sets of the resources and channels with which customers interact Highlights specific areas to improve customers' experience Establishes a baseline from which to track and adjust future customer experiences
Methodology:	Inventory current customer touch-points for specific products and customer segments Assess capabilities and effectiveness of the current customer touch-points Map potential customer experiences and associated interactions within specific touch-points/channels and across multiple touch-points/channels Gather future customer experience requirements
Audience / Stakeholders:	Marketing Sales Customer Service Product Management Brand Management Channel Management
Related Products / Services:	Channel Preferences

KNOW SERVICES

Research has shown that repeat customers are more profitable and have a greater lifetime value to an organization than a new customer or one-time customer. There is nothing more valuable to a business than a loyal customer. So shouldn't companies be able to act on this information? At a minimum, shouldn't companies at least know this information?

Surprisingly, and unfortunately for many organizations, knowing the reasons why a customer has shown loyalty is still a mystery. Worse yet, understanding how to retain loyal customers is an even greater mystery. Why do you have loyal customers? Is it price? Is it convenience? Is it service? Is it your products? Is it your brand and reputation? Have those reasons changed over time? Channel Economics can help you collect, interpret and analyze information about your customers to understand what causes loyal customers to remain loyal and what actions will drive customers to become more loyal.

<p>Deliverables:</p>	<p>Retention & Loyalty Surveys: tested and validated web-based surveys that measure customer satisfaction, intent to repurchase, likelihood to recommend, likelihood to defect, and other loyalty drivers</p> <p>Retention & Loyalty Models: financial and operational models to analyze and assess historical customer lifetime value, defection, retention and indicators of future behavior</p> <p>Retention & Loyalty Report: detailed report of where there is opportunity to retain and grow profitable customers and where there are customers at risk</p>
<p>Benefits:</p>	<p>Prevent customer defection</p> <p>Increase business with loyal, profitable customers</p> <p>Proactively address customer satisfaction issues</p> <p>Quantify the financial impact of investing in loyalty and retention programs and initiatives</p> <p>Better understand true acquisition and retention costs</p>
<p>Methodology:</p>	<p>Tailor customer surveys specifically for your business</p> <p>Survey current and former customers</p> <p>Analyze customer surveys to generate retention and loyalty scores</p> <p>Tailor the Retention and Loyalty models specifically for your business</p> <p>Inventory, validate and collect financial and operating metrics (from accounting, CRM systems, customer database and other related sources)</p> <p>Use the models to analyze the financial and operating information</p> <p>Generate the Retention & Loyalty Report</p>
<p>Audience / Stakeholders:</p>	<p>Market Research</p> <p>Marketing</p> <p>Sales</p> <p>Customer Service</p>
<p>Related Products / Services:</p>	<p>Channel Preferences</p> <p>Customer Experience</p>

KNOW SERVICES

KNOW MARKETING

With customers being constantly inundated by marketing messages, your marketing organization must be on top of its game. It must effectively balance a portfolio of programs and campaigns as well as design, develop and execute highly effective marketing campaigns that drive business results. Is your organization getting the most for its marketing dollar? What would make the organization more effective? Channel Economics can help you identify ways to significantly enhance your marketing organization and achieve the most for your marketing dollar.

Deliverables:	Marketing Survey: web-based, employee survey Marketing Diagnostic Tool: analyzes strategic, operational, customer and employee information related to the marketing function Marketing Organization Scorecard: identifies specific areas of opportunity to improve overall marketing performance
Benefits:	Identify strengths and weaknesses of your marketing organization: Gaps and redundancies, headcount, responsibilities and communication Maximize the effectiveness of your marketing efforts by optimizing the portfolio of programs in your marketing arsenal
Methodology:	Inventory current state of marketing operations (includes organizational structure, programs, products, channels, customers) Tailor web-based, employee survey for internal distribution Inventory, validate and collect financial and operating metrics Analyze employee survey results, financial data and operating metrics to generate marketing department scorecard Use the survey and templates on an ongoing basis to track improvements in marketing performance
Audience / Stakeholders:	Marketing Brand Management Product Management Sales
Related Products / Services:	Know Sales Know Customer Service Know Go-To-Market Channel Preferences Customer Experience

KNOW SERVICES

To no one's surprise, sales are a company's lifeline. However, selling today is more difficult than ever. The challenges of selling are endless. In spite of the challenges such as competition, demanding customers and resource constraints, the sales organization must produce. Is your sales organization maximizing coverage of the market, achieving its goals and objectives and improving its overall productivity as well as cost to sell? Channel Economics can help you identify specific ways to maximize sales coverage, reduce the cost to sell and improve the productivity of your sales organization and selling resources.

Deliverables:	Sales Organization Survey: tested and validated web-based, employee survey Sales Diagnostic Tool : analyzes strategic, operational, customer and employee information within the sales function Marketing Organization Scorecard: identifies specific areas of opportunity to improve overall selling performance
Benefits:	Identify strengths and weaknesses of your sales organization Spot any gaps in skill sets, technology, processes and resource capacity Identify misalignment of roles and responsibilities Maximize the effectiveness of your selling resources Optimize the mix of selling channels Ensure adequate sales coverage
Methodology:	Inventory current state of sales operations (includes organizational structure, coverage model, resource capacity, products, channels, customers) Tailor web-based, employee survey for internal distribution Inventory, validate and collect financial and operating metrics Analyze employee survey results, financial data and operating metrics to generate sales department scorecard Use the survey and templates on an ongoing basis to track improvements in sales performance
Audience / Stakeholders:	Sales Marketing Product Management Channel Management
Related Products / Services:	Know Marketing Know Customer Service Know Go-To-Market Channel Preferences Customer Experience

KNOW SERVICES

CUSTOMER SERVICE

Your Marketing and Sales organizations are at peak performance levels, however, Customer Service is the forgotten final piece to a complete go-to-market organization. This is a challenge that many organizations face. Customer Service is never easy, but the rewards for outstanding customer service are significant - loyal customers, repeat business, greater share of wallet and new sales opportunities, just to name a few. However, putting together the right mix of people and skill sets, processes, resource capacity, information and technology to deliver outstanding customer service is a challenge. Is your customer service organization meeting customer demands? Is it operating as efficiently and effectively as possible? Channel Economics can help you identify specific areas for improvement within your customer service organization.

<p>Deliverables:</p>	<p>Customer Service Organization Survey: tested and validated web-based, employee survey Customer Service Organization Diagnostic Tool: analyzes strategic, operational, customer and employee information within the customer service function Customer Service Organization Scorecard: identifies specific areas of opportunity to improve overall customer service performance</p>
<p>Benefits:</p>	<p>Identify strengths and weaknesses of your customer service organization Spot gaps in skill sets, technology, processes and resource capacity Identify misalignment of roles and responsibilities Maximize the efficiency and effectiveness of your customer service resources Ensure quality customer service</p>
<p>Methodology:</p>	<p>Inventory current state of customer service operations (includes organizational structure, coverage model, resource capacity, products, channels, customers) Tailor web-based, employee survey for internal distribution Inventory, validate and collect financial and operating metrics Analyze employee survey results, financial data and operating metrics to generate customer service organization scorecard Use the survey and templates on an ongoing basis to track improvements in customer service performance</p>
<p>Audience / Stakeholders:</p>	<p>Customer Service Sales Quality Assurance Product Management</p>
<p>Related Products / Services:</p>	<p>Know Marketing Know Sales Know Go-To-Market Channel Preferences Customer Experience</p>

KNOW SERVICES

KNOW GO-TO-MARKET

Know Go-to-Market is a compilation of Channel Economics' Know Marketing, Sales and Customer Service offerings. In addition to the benefits you receive from each of the three services individually, Know Go-to-Market provides a more holistic view of the organization. More specifically, Know Go-to-Market identifies areas of opportunity to better integrate and coordinate across your marketing, sales and customer service channels.

Many organizations struggle with the connection points between marketing, sales and customer service. It is common for company's marketing and sales organizations to be misaligned or completely disconnected. Frequently, the marketing department executes a brilliant campaign but there are no sales resources, or the wrong sales resources, assigned to follow up on the leads. Similarly there is a disconnect between sales and customer service. Sales channels do a great job selling but fail to transition the customer to the most appropriate customer service channels. How are the channels within your sales, marketing and customer service organizations working together? Does your organization use the appropriate mix of channels to go-to-market as efficiently and effectively as it could? Channel Economics can help you identify opportunities to improve the way in which you go-to-market and ultimately strengthen your relationships with your customers.

Deliverables:	Go-to-Market Survey: tested and validated web-based, employee survey Go-to-Market Diagnostic Tool: analyzes strategic, operational, customer and employee information within marketing, sales, customer service and all of the related connection points across your go-to-market organization Go-to-Market Organization Scorecard: identifies specific areas of opportunity to improve overall go-to-market performance
Benefits:	Identify strengths and weaknesses of your go-to-market organization Spot gaps in skill sets, technology, processes and resource capacity Identify misalignment of roles and responsibilities Maximize the effectiveness of all of your go-to-market resources Optimize the mix of all your go-to-market channels
Methodology:	Inventory current state of go-to-market operations (includes organizational structure, coverage model, resource capacity, products, channels, customers) Tailor web-based, employee survey for internal distribution Inventory, validate and collect financial and operating metrics Analyze employee survey results, financial data and operating metrics to generate go-to-market organization scorecard Use the survey and templates on an ongoing basis to track improvements in go-to-market performance
Audience / Stakeholders:	Marketing Sales Customer Service Finance Channel Management
Related Products / Services:	Know Marketing Know Sales Know Customer Service Channel Preferences Customer Experience

KNOW SERVICES

MARKETING + SALES + CUSTOMER SERVICE



PLAN MARKETING PORTFOLIO

Marketing is often put in a position where it must react to the short-term demands of other business groups within the company. While its efforts may serve the immediate needs of a sales organization, specific product line or some other agenda, they are not always aligned with the company's overall goals and objectives. This is why it is imperative that the portfolio of marketing programs and campaigns is planned in accordance with the overall direction of the entire business.

It is a common mistake for marketing organizations to simply plan future efforts based solely on the previous year's activities. The key dilemma is that the corporate goals and objectives for the future may vary significantly from those of the past. Are your marketing plans aligned with your corporate goals and objectives? Do you have the right mix of campaigns and programs in your portfolio? Channel Economics can help you adjust and re-prioritize your marketing portfolio to get the most for your marketing dollar as well as ensure that your marketing plans support your company's goals and objectives.

<p>Deliverables:</p>	<p>Marketing Portfolio Planning Tool: interactive, scenario-based tool to allocate marketing resources Marketing Portfolio Planning Process: a defined process to engage key stakeholders in marketing portfolio planning - from setting goals & objectives to allocating marketing resources to monitoring performance Marketing Portfolio Planning Report: interactive report to track variance between projected scenarios and actual outcomes</p>
<p>Benefits:</p>	<p>Aligns marketing portfolio with your company's goals & objectives Highlight required integration points and dependencies between marketing and other organizations Rebalance and adjust your marketing portfolio to reflect dynamic market and organizational conditions</p>
<p>Methodology:</p>	<p>Define portfolio planning process specific to your organization Tailor marketing portfolio planning tool to your organization Run portfolio planning scenarios Generate marketing portfolio planning reports</p>
<p>Audience / Stakeholders:</p>	<p>Marketing Brand Management Product Management Sales Customer Service</p>
<p>Related Products / Services:</p>	<p>Plan Marketing Campaigns Plan Sales Targets Know Marketing Know Sales Know Customer Retention & Loyalty</p>

PLAN SERVICES

PLAN MARKETING CAMPAIGNS

Few companies take the time and effort at the outset of a marketing campaign to completely think through all of the key decision points required to ensure the highest probability of success. In some cases, they may project a response rate. In other instances they may calculate the cost to acquire a customer. While these are key projections that need to be made, they represent only pieces of the total marketing campaign planning process.

The difference between a successful marketing campaign and a failed one is rooted in sound planning. How many customers do you need to contact to achieve a great response and yield rate? Which marketing channels are "best" to reach certain types of customers - direct mail, telemarketing, email? What kind of financial return do you expect on the campaign? What type of selling channels and associated resource capacity do I need in place to drive marketing demand to sales execution? Channel Economics can help you make the right decisions to ensure the success of your marketing campaigns.

Deliverables:	<p>Marketing Campaign Planning Tool: interactive, scenario based tool to plan individual marketing campaigns and programs</p> <p>Marketing Campaign Planning Process: a defined process to engage key stakeholders in marketing campaign planning - from setting goals & objectives to planning resources and channel requirements to tracking effectiveness and return on marketing dollars</p> <p>Marketing Campaign Planning Report: interactive report to track the variance between projected campaign scenarios and actual outcomes</p>
Benefits:	<p>Achieve a higher return on your marketing expenses</p> <p>Determine the most efficient and effective marketing channels</p> <p>Ensure adequate selling resources and sales capacity to handle marketing-generated demand</p> <p>Lower your overall cost to acquire and retain customers</p>
Methodology:	<p>Define marketing campaign planning process specific to your organization</p> <p>Tailor marketing campaign planning tool to your organization</p> <p>Run campaign scenarios</p> <p>Generate marketing campaign planning reports</p>
Audience / Stakeholders:	<p>Marketing</p> <p>Brand Management</p> <p>Product Management</p> <p>Sales</p> <p>Customer Service</p>
Related Products / Services:	<p>Plan Marketing Portfolio</p> <p>Plan Sales Targets</p> <p>Plan Sales Coverage</p> <p>Plan Customer Service</p>

PLAN SERVICES

PLAN SALES TARGETS

In an effort to lower their overall cost to sell, achieve greater coverage of the market and improve sales productivity, many companies have added new selling channels to their traditional mix. However, many of these organizations have continued to plan sales targets in the same ways as they have done in the past - using outdated productivity assumptions, historical benchmarks on selling capacity, etc. Consequently, their new multi-channel selling model requires a new set of assumptions and planning process to accurately plan sales targets.

Adjusting your sales targets based on historical performance is not always the answer. Improvements that you have recently made to processes and new technology may have positively impacted the productivity of your selling resources. The introduction of new sales channels may have made it possible to drive higher sales volumes at a lower cost. Have the fundamental economics of your sales model changed? What should your sales targets be for the future? Has the channel shift in your sales organization created an opportunity to boost targets for specific products and services over others? Channel Economics can help you set the right sales targets for your organization.

Deliverables:	<p>Sales Target Planning Tool: interactive, scenario based tool to plan sales targets specifically for your products, channels and customer segments</p> <p>Sales Target Planning Process: a defined process to engage key stakeholders in setting sales targets - from setting goals & objectives to planning resources and channel requirements to determining the most appropriate metrics as well as operational/financial assumptions</p> <p>Sales Target Planning Report: interactive report to track the variance between projected sales targets and actual outcomes</p>
Benefits:	<p>Accurately forecast sales for more meaningful internal reporting as well as to the financial community</p> <p>Adjust compensation structures based on more accurate forecasts</p> <p>Deliver more accurate information to the production/operations/logistics units of your business</p> <p>Identify "quick wins" and organize/prioritize selling efforts</p>
Methodology:	<p>Define sales target planning process specific to your organization</p> <p>Tailor sales target planning tool to your organization</p> <p>Run sales target projections</p> <p>Generate sales target reports</p>
Audience / Stakeholders:	<p>Sales</p> <p>Marketing</p> <p>Product Management</p> <p>Customer Service</p> <p>Finance</p>
Related Products / Services:	<p>Plan Sales Coverage</p> <p>Plan Marketing Portfolio</p> <p>Plan Marketing Campaigns</p> <p>Plan Customer Service</p>

PLAN SERVICES

PLAN SALES COVERAGE

As market dynamics change, new products and services are introduced and the fundamental economics of selling evolve; Companies must adapt and adjust their sales coverage models. This adaptation may involve adding resources in certain areas while reducing in others, shifting resources, redefining coverage assignments and/or adding new sales channels such as the web or inside sales. The scenarios are endless. These adjustments, however, are the keys to growth in both top and bottom line performance.

Field sales, inside sales, telesales, eCommerce, retailers, resellers, distributors - determining the right mix of sales channels to sell your products and services into different customer segments can be daunting. What mix of sales channels will be most effective? How can I reduce my overall cost to sell yet still attain greater coverage of the market? How much sales capacity do I need to adequately cover all of the forecasted opportunity? Channel Economics can help you plan your future sales coverage to achieve maximum market coverage and penetration.

Deliverables:	<p>Sales Coverage Planning Tool: interactive, scenario based tool to plan sales coverage specifically for your products, channels and customer segments</p> <p>Sales Coverage Planning Process: a defined process to engage key stakeholders in determining sales coverage - from determining coverage models to planning capacity and channel requirements to determining the most appropriate metrics to track and adjust sales coverage</p> <p>Sales Coverage Planning Report: interactive report to track and adjust sales coverage</p>
Benefits:	<p>Achieve greater market coverage at a lower overall cost</p> <p>Increase penetration of the market</p> <p>Improve the productivity of your selling channels</p> <p>Determine more precise selling capacity requirements</p>
Methodology:	<p>Define sales coverage planning process specific to your organization</p> <p>Tailor sales coverage planning tool to your organization</p> <p>Run sales coverage models</p> <p>Generate sales coverage reports</p>
Audience / Stakeholders:	<p>Sales</p> <p>Marketing</p> <p>Product Management</p> <p>Brand Management</p>
Related Products / Services:	<p>Plan Sales Targets</p> <p>Plan Marketing Portfolio</p> <p>Plan Marketing Campaigns</p>

PLAN SERVICES

PLAN CUSTOMER SERVICE CHANNELS

Customer service is the lynchpin between companies and their customers. One bad customer service experience can jeopardize your relationship with a customer - reducing your chances for future sales or worse yet losing the customer to the competition. Conversely, consistently great customer service experiences can win a customer for life. However, delivering great customer service is a challenge that spans a number of decisions points. Decisions that involve determining the most appropriate service channels for different customer types, capacity requirements within different service channels, the right service processes, skill sets, information and technology.

What makes planning your customer service channels more challenging than ever before are the recent shifts customer expectations. Essentially, customers are receiving customer service in entirely new ways: they track shipments online. They pay bills while never having to interact with anyone. They obtain technical advice from websites. How will these new experiences impact their expectations of your organization? When you introduce a new product line, do you know what impact it will have on the volume of customer service inquiries that your reps have to handle? Simply writing your company's website address or 800 number are not enough. Channel Economics can help you efficiently and effectively plan the appropriate customer service channels to handle all situations.

Deliverables:	<ul style="list-style-type: none"> Customer Service Channels Planning Tool: interactive, scenario based tool to plan customer service specifically for your products, channels and customer segments Customer Service Channels Planning Process: a defined process to engage key stakeholders in determining customer service channels - from determining customer service models to planning capacity and channel requirements to determining the most appropriate metrics to track and adjust customer service channels Customer Service Channels Planning Report: interactive report to track and adjust customer service channels
Benefits:	<ul style="list-style-type: none"> Increase customer satisfaction and loyalty Reduce customer defection Lower overall costs to serve and support customers Transform customer service interactions into new sales opportunities
Methodology:	<ul style="list-style-type: none"> Define customer service planning process specific to your organization Tailor customer service planning tool to your organization Run customer service channels model Generate customer service channels reports
Audience / Stakeholders:	<ul style="list-style-type: none"> Customer Service Sales Marketing Product Management
Related Products / Services:	<ul style="list-style-type: none"> Plan Sales Targets Plan Sales Coverage Know Customer Experience Know Customer Channel Preferences

PLAN SERVICES

MEASURE MARKETING

Often times companies fail to identify the complete set of marketing metrics that need to be tracked and measured. They focus solely on their return on campaigns or on the cost to acquire new customers. Additionally, they fail to define the relationships between different marketing metrics and how these metrics drive more traditional financial measures.

Many organizations only measure the results of their marketing efforts. This approach does not allow them to identify, nor adjust, the root causes that may have made those efforts unsuccessful nor be able to leverage the successful campaigns. Has your organization identified its root cause(s) or operational marketing metrics? Does it track them on an ongoing basis? Channel Economics can help your organization define key marketing metrics, establish the linkages between those metrics and financial performance and track them on an ongoing basis - providing marketing management the ability to make the most informed and accurate decisions.

Deliverables:	Marketing Metrics Definitions: documented relationships between marketing metrics and financial measures - including key algorithms and calculations Marketing Metrics Tool: an interactive, scenario-based tool used to illustrate the relationships between marketing metrics and financial measures Marketing Metrics Dashboard: interactive dashboard of marketing and related measures for various management roles within the organization
Benefits:	Understand root cause measures of marketing success Tie marketing activities directly to financial performance Improve the accuracy of marketing management's decisions
Methodology:	Define marketing metrics specific to your organization - across products, customers and channels Tailor marketing metrics tool to your organization Tailor marketing metrics dashboard to your organization
Audience / Stakeholders:	Marketing Product Management Brand Management
Related Products / Services:	Plan Marketing Portfolio Plan Marketing Campaigns Know Marketing Organization Plan Sales Coverage Plan Sales Targets

MEASURE SERVICES

MEASURE SALES

Post-mortem, high level measures of sales performance are common within many organizations. Sales resources are measured by whether they hit or missed their quota. Sales management is measured by achievement of their sales targets. This may have been sufficient for a company in the past when it had one single selling channel, a couple of different customer types and only one or two products to sell. However, today's complex selling environment demands more. Sales organizations of the future will be characterized by multi-channel selling models, a myriad of new products and services being added to the mix, a need for greater differentiation between customer types and continued entrance into new markets. For these reasons, it is critical to track more detailed sales metrics that are leading versus lagging indicators of productivity and performance.

Measuring actual sales versus target is not enough. What is your lead to close rate for your field sales representative? What is your inside sales representative's conversion rate on inbound calls? How do these metrics compare across different product lines and customer segments? Channel Economics can help your organization establish and track metrics that provide your sales management with leading indicators of sales performance.

Deliverables:	<p>Sales Metrics Definitions: documented relationships between sales metrics and financial measures - including key algorithms and calculations</p> <p>Sales Metrics Tool: an interactive scenario-based tool used to illustrate the relationships between sales metrics and financial measures</p> <p>Sales Metrics Dashboard: interactive dashboard of sales and related measures for various management roles within the organization</p>
Benefits:	<p>Understand root causes of sales productivity and performance</p> <p>Proactively address issues within your various sales channels</p> <p>Tie specific sales activities to financial measures</p> <p>Compare and contrast the performance of different selling channels relative to specific products and services</p>
Methodology:	<p>Define sales metrics specific to your organization - across products, customers and channels</p> <p>Tailor sales metrics tool to your organization</p> <p>Tailor sales metrics dashboard to your organization</p>
Audience / Stakeholders:	<p>Sales</p> <p>Marketing</p> <p>Product Management</p>
Related Products / Services:	<p>Know Sales Organization</p> <p>Know Go-to-Market Organization</p> <p>Plan Sales Targets</p> <p>Plan Sales Coverage</p> <p>Plan Marketing Portfolio</p> <p>Plan Marketing Campaigns</p> <p>Measure Marketing</p>

MEASURE SERVICES

MEASURE CUSTOMER SERVICE

Many organizations measure customer service performance based solely on customer satisfaction ratings. However, it may be too late to recover if customer satisfaction is your company's only measure of customer service performance. Making proactive versus reactive adjustments to your customer service organization requires tracking and measuring the leading indicators of customer service performance.

Often times, management does not know of a customer service issue until they receive a customer complaint. Worse yet, they may not find out until the customer has decided to do business with the competition. Can your organization identify customer service issues at the source and adjust accordingly? Channel Economics can help your organization establish and track metrics that provide your customer service management team with leading indicators of exceptional customer service.

Deliverables:	<p>Customer Service Metrics Definitions: documented relationships between customer service metrics and financial measures - including key algorithms and calculations</p> <p>Customer Service Metrics Tool: an interactive scenario-based tool used to illustrate the relationships between customer service metrics and financial measures</p> <p>Customer Service Metrics Dashboard: interactive dashboard of customer service and related measures for various management roles within the organization</p>
Benefits:	<p>Identify root causes of customer service issues</p> <p>Reduce customer defection</p> <p>Increase customer satisfaction & loyalty</p> <p>Rapidly adjust customer service strategies & tactics</p>
Methodology:	<p>Define customer service metrics specific to your organization - across products, customers and channels</p> <p>Tailor customer service metrics tool to your organization</p> <p>Tailor customer service metrics dashboard to your organization</p>
Audience / Stakeholders:	<p>Customer Service</p> <p>Sales</p> <p>Product Management</p>
Related Products / Services:	<p>Know Customer Retention & Loyalty</p> <p>Know Customer Service Organization</p> <p>Know Go-to-Market Organization</p> <p>Plan Customer Service Channels</p>

MEASURE SERVICES

MEASURE REVENUE

Most organizations track revenue by their different product lines. However, there are many other, and sometimes more meaningful, ways to track revenue - by your different marketing and sales channels, customer segments, transaction types (repeat transactions versus one-time purchases) and the various combinations of products, channels, customer segments and transaction types.

Establishing new approaches to view top-line performance will ensure that better decisions are continually made. Does your organization have a singular focus of viewing revenue? Are there more insightful ways to look at revenue growth, decline and opportunity? Where is your revenue coming from - existing customers versus newly acquired customers or from repeat or recurring transactions versus one-time purchases? Is there revenue opportunity for one sales channel and not another? Channel Economics can help you establish and track the right revenue measures for your organization.

Deliverables:	<ul style="list-style-type: none"> Revenue Definitions: documented revenue measures and related financial measures - including key algorithms and calculations Revenue Model: an interactive scenario-based tool used to illustrate the various mixes of revenue by product, customer, channel, transaction types and various combinations of each of the categorizations Revenue Dashboard: interactive dashboard of revenue measures for various management roles within the organization
Benefits:	<ul style="list-style-type: none"> Re-align resources to better cover revenue opportunity Identify new revenue opportunity Cost effectively adjust the mix of revenue streams to your business
Methodology:	<ul style="list-style-type: none"> Define revenue measures specific to your organization - across products, customers and channels Tailor revenue model to your organization Tailor revenue dashboard to your organization
Audience / Stakeholders:	<ul style="list-style-type: none"> Finance Sales Marketing Customer Service Product Management
Related Products / Services:	<ul style="list-style-type: none"> Measure Profitability Measure Marketing Measure Sales Measure Customer Service Plan Sales Targets Plan Marketing Portfolio

MEASURE SERVICES

MARKETING + SALES + CUSTOMER SERVICE

MEASURE PROFITABILITY

Looking at your company's profitability, at the product level only, may not give you a true picture of the financial health of your organization. To get an accurate picture of your go-to-market profitability, you must go to higher level of detail and look at your business in new ways. Ultimately, tracking profitability for different combinations of products, customer segments and channels will enable you to better adjust your marketing, sales and customer service resources, achieving greater profitability and mitigating risk across your entire business as well as within specific areas.

As the market changes and evolves, is your go-to-market model still as profitable as it once was? How profitable is your field sales channel at selling specific products into different customer segments? Traditional measures of profitability do not always give you an accurate and complete picture. Channel Economics can help you establish and track measures that will enable you to adjust your go-to-market model in order to achieve optimal levels of profitability.

Deliverables: Profitability Definitions: documented profitability measures and related financial measures - including key algorithms and calculations
Profitability Model: an interactive scenario-based tool used to view profitability by product, customer, channel, transaction types and various combinations of each of the categorizations
Profitability Dashboard: interactive dashboard of profitability measures for various management roles within the organization

Benefits: Adjust resources to improve your go-to-market profitability
Pinpoint specific areas of the business that may be at risk
Uncover the key driver(s) of go-to-market profitability

Methodology: Define profitability measures specific to your organization - across products, customers and channels
Tailor profitability model to your organization
Tailor profitability dashboard to your organization

Audience / Stakeholders: Finance
Sales
Marketing
Customer Service

MEASURE SERVICES

Related Products / Services: Measure Revenue
Measure Marketing
Measure Sales
Measure Customer Service
Plan Sales Targets
Plan Marketing Portfolio