

Insight into Marketing in the 21st Century

An integrated strategy



"The only limits are those of vision".

James Broughton

The expectations of the consumer are constantly being raised, the phenomenal rise in the access to information coupled with the changes seen in the UK economy, have dramatically changed the way we all conduct our personal business. Telephone banking, online buying etc have become the norm. Utilities implore us everyday in the media to pick up the telephone or to visit their website. Insurance companies have now almost totally migrated to telephone and internet sales and service. The UK is now one of the leading service industry driven economies in Europe. With this background its little wonder that the pressure is on to provide integrated marketing campaigns that encompass all forms of new technology.

The consequences of not having an integrated plan

People can and often do vote with their mouse

If a modern day business fails to develop an integrated marketing plan the risks are far reaching and not always clearly understood. It's not just a case of failing to support the sales efforts. The opportunity to use the technology to reduce administration and communications costs, lock out the competition and make

customers "sticky" may, also be missed.

The components you may need to consider

Web sites present three challenges the graphic design, the technology behind it and integration to back office systems. Don't let this dictate what you need to do. Use three different specialist suppliers if necessary. If you don't have the ability to manage the technology outsource it. Ensure that the needs of the marketing plan are always at the forefront at all times.

Don't just consider your website as only a sales tool; use it to support the delivery of products and services. Provide customer support on line 24 x 7. Provide your customers with a login to a customer portal providing useful information white papers, user guides etc. Add value to their experience and use every opportunity to cross sell and up sell.

Take control of all forms of communication with the customer specifically, if any of your teams use automated answering machines. Take control of the scripts and the process flow, constantly referring back to the company's values and the needs of the caller. Do not try to advertise products at the point where a customer is looking for support or customer care.

Take control of all email communication, deliver and police email signature templates for laptops, desktop PC's, mobiles and blackberry's. Embed them into new staff induction programmes and police it vigorously, ensure there is a link to your web site and the correct contact information in all email signatures.

Getting it right:



- Make sure you include in your marketing plan all forms of modern communication including the web, email, SMS txt, VoIP, automated answering, PDA,s and Blackberry's and collateral available in PDF format
- Ensure that you deliver templates and maintain standards for each of these forms of communication
- Don't let the technology dictate what you do, insist that the IT team deliver what you and your customers and prospects need
- Pay a lot of attention to any automated telephony systems and take editorial control over both the words used and the process flow. Ensure it serves the company and the callers values
- Your web site must be more than an online brochure use it to provide support to customers 24 x 7. Integrate it to your back office systems for increased efficiency
- Ensure that you drive people to your web site and then use it to create a demand for your products and services
- Use e-mail newsletters to drive visitors to your site where they will find useful fee information and exposure to your products and services

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So what does the ideal marketing plan look like?

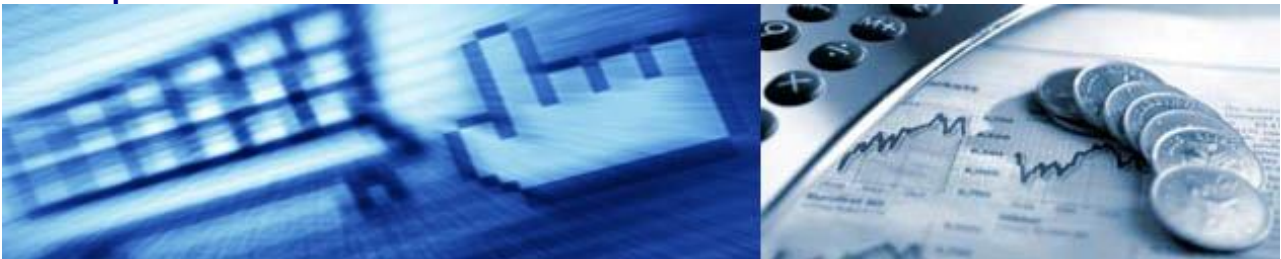
From the customer's point of view:-

- The messages and the way they are presented to the market are consistent across all forms of communication, be it web, email, printed documentation or automated voice messages etc
- The web presence provides support for the sales process, the service delivery process and makes 24 x 7 customer support available to the user
- The customer can choose which form of communication they employ to contact the company, confident that they will receive a speedy and professional response every time

From the organisations point of view

- The marketing team own the scripts/templates and have editorial control over all forms of communication with the market
- The web presence is used to enhance the operation of the back office systems. Providing customers with online information regarding the delivery of their product and service. Direct links to customer support providing information and giving the customer the opportunity to update their account information online
- Telecommunications systems, Email systems and customer handling systems are all integrated to provide a consistent customer experience

An example



An ISP sold low margin Broadband services to businesses using old fashioned cold calling sales methods. With the assistance from Andante [UK] Ltd consultant the company developed a marketing plan to drive prospects to its web site, where it integrated the back office systems providing the capability for customers to purchase broadband online using a credit card. This reduced the cost of sale and service delivery significantly; these cost reductions were passed on to the customer providing a compelling reason to buy online

The result

Within a month of launching, broadband sales had doubled and yet despite the reduced sale price margins were maintained due to the improvements in sales and delivery efficiency. Within three months the sales team were re-deployed to sell higher value services.

Franz Urgan MD said "I was sceptical when I was informed of this project I didn't believe that our business customers would buy broadband online. They did in volumes that made me very happy to sponsor the project and enhance our online presence further".

Our professional advisors are committed to enhancing your customer's journey through, your people, your processes and your systems. This is achieved by providing you with best practice, managing change and delivering practical and effective assistance. We have reduced costs, motivated teams and assisted many companies like yours to acquire incremental business, retain customers and lock out the competition.

"Independent, Objective, Effective"



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