

Quaero congratulates our clients [Laree Daniel](#), **Assurant Health**, and [Stephan Chase](#), **Marriott International** for being selected among 1to1 Magazine's 2007 Customer Champions. This prestigious honor is given to marketers who build highly valuable and loyal customer relationships through their customer-centric leadership.

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UPCOMING PARTNER EVENTS

Enterprise Marketing Management Luncheon

May 3, 2007

11:00am -1:30pm

Charlotte City Club, Charlotte NC

Quaero CEO, Naras Echambadi joins Lisa Bradner, Senior Analyst, Forrester Research and Michael Emerson, Chief Marketing Officer, Aprimo for a discussion on Enterprise Marketing Management (EMM) technology and how companies are using it to accelerate marketing productivity and close the marketing credibility gap.

For registration information, please [click here](#).

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Unica's 6th Annual Customer Conference: The 2007 Marketing Innovation Summit

May 6-9, 2007

Las Vegas, NV

Quaero is a Platinum Sponsor for this event, which will feature hands-on "how-to" and expert-led sessions focused on Relationship Marketing, Internet Marketing and Marketing

From Quaero's Centers of Excellence



What's Your Customer's Experience?

In today's marketing realm, competition for customers is increasing and products and services offered by companies are often viewed as commodities by consumers. It is up to the customer to differentiate individual company offerings across multiple products and brands. At the same time, technology has helped to significantly expand what consumers expect from their interactions with companies across their entire lifecycle. When those expectations are not met, customers will ignore irrelevant marketing messages, or worse, defect to a competing brand!

In our work with our clients, we see that companies have started to recognize the importance of understanding and optimizing the customer's experience. Every interaction with the customer is as a way to differentiate themselves from their competition, to retain and grow the value of that customer and to more efficiently align their business processes across all channels.

A solid Customer Experience Management plan allows an organization to understand the customer's most significant touchpoints and interactions, and be able to manage those interactions in a way that benefits the customer and your organization. Think how much more impact your customer service associates will have if they have insight into a customer's history, can greet the customer by name and immediately provide them with relevant up-to-date information. Or, how much more effective your offers will be when you communicate a relevant offer via the customer's preferred channel. The ultimate reason to care about customer experience management today is that customers reward companies that listen to them and change their behavior to be more relevant and responsive to their needs. Customers reward companies by



[CLICK HERE FOR BIO](#)

Jenny Belser
Director, Customer
Experience Management,
Center of Excellence

Marketing and Marketing Operations. A number of Quaero representatives will be speaking throughout the conference.

To register, please [click here](#).

continuing to do business with them, extending what they do with your company, and best of all, by referring others to do the same.

To read more on Customer Experience Management, see the following articles:

- **Customer Touch-Points: The Next Frontier for Growth**

By Lane Michel

Growth only comes from increased purchase rates. Purchases are decisions customers make based on their needs and expectations. If you are relevant - or even better are already a positive and necessary part of your customer's experience - then you have the chance of a career to increase growth. So how in the complex multi-channel, high noise level, and customer controlled world do you get that relevance and growth?

[>> Read More](#)

- **Customer Insights Go Real Time: Marketing at the Moment of Truth**

By Naras Eechambadi

There is a great deal of evidence that consumers are turned off by traditional advertising. Traditional media is nowhere near as effective or efficient as it used to be. Marketers are challenged by this decline, as well as by the loss of control they have suffered in the explosion of interactive channels that place so much more power in the hands of customers.

[>> Read More](#)

- **Marketing Performance Management: The Case for Customer Experience Management**

By Lane Michel

Companies forgot that customers are people - people who make decisions based on their experiences with the company's products, services, messages, and interactions. And customers have been fighting to be heard.

[>> Read More](#)

- **Customer Experience Management: Understanding your organization from the customer's point of view**

While marketing and operations efforts and efficiencies have taken companies to great heights, spotlighting customer-centricity is the solution that will push through to the next level of differentiation and success. This customer-centric focus will require a thorough understanding of the customer experience - what it's like to do business with a great organization.

[>> Read More](#)

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