

MarketIQ

Quaero.
A CSG SOLUTION

Our View

Operationalizing Customer Intelligence: Making Marketing Visibly Effective

Naras V. Eechambadi, Ph.D.
Senior Vice President, CSG Systems,
General Manager, Quaero Customer Intelligence Solutions

In the midst of a severe downturn, with budgets being cut across the board, the axe tends to fall more heavily on marketing. In a recent Forrester study, 30 of the 90 marketing leaders surveyed expect to be the first to find their plans on the line when the company has to cut budgets. CFOs in a MarketingSherpa study agree – 43% of them felt marketing was the first place to cut in a downturn. As a marketer, you know this pattern isn't new. And, you may already be planning to deal with these cuts in the same three ways marketers indicated in the surveys:

1. Build better measurement dashboards to prove marketing effectiveness
2. Shift spending from traditional media to more measurable direct and online channels
3. Cut overhead expenses (staff) while protecting program dollars

These actions may sound appropriate. But, I would assert that they're akin to putting on a band aid when major surgery is called for.

The fundamental issue here is *marketing credibility*. Too often marketing is viewed as a discretionary staff function, a luxury during good times that can be cut without risk during tough times. Better measurements don't change this basic perception.

[> Read Full Article](#)



Get your FREE copy today.

The Importance of the Customer Experience in a Down Economy.

Featuring Quaero's **Naras Eechambadi, Ph.D.** and **Jenny Belser**

Download Yours Here!

Win a Free Amazon Kindle!

Know someone else who'd benefit from this newsletter? Refer a colleague, customer or client and you'll be entered to win a free Amazon Kindle.



[> Enter to Win](#)

Congratulations to our last winner: D. Pleasant from Akron, OH

Their View



The Year of the Intelligent Customer

By Rob Kunzler, Executive Director of Marketing, CSG Systems

As a new year dawns, we are each afforded the opportunity to look back on the past one, but more importantly to look forward. And as we look towards the future, we continue to believe that today's customers are not spectators. Rather, they want to be involved and engaged in a mutually beneficial relationship with their service providers.

[> Read Full Article.](#)

Your View

What do you think?

Tell us how your organization uses marketing intelligence to improve day-to-day operations.

Enter Your Opinion

[> Enter Your Opinion](#)

We will post the results in next month's issue.

Forward a Fact

How do Corporate Leaders Plan to Weather Downturn?

Top 5 Answers:

- Evolve established strengths
- Revitalize brand and image
- Train, incent staff to maintain relationships
- Develop actionable customer experience research
- Form partnerships with innovative leaders



Source: *The Importance of the Customer Experience in a Down Economy, Customer Futures*

[> Forward this fact to a colleague.](#)

Next Issue: Customer Experience Management in the Age of Social Media

Quaero, a CSG solution, uses customer intelligence to help clients shift from traditional campaign-driven marketing to real-time, multichannel customer interaction. Quaero experts blend strategy and analytics with performance management and technology to establish dialogues that improve the customer experience while increasing overall customer value. Headquartered in Charlotte, NC, the Quaero solutions group provides marketing services to category-leading clients within the Financial Services, Pharmaceutical/Healthcare, Travel and Leisure, Media, Consumer and High Tech industries. For more information, call 1-877-570-2199 or visit www.quaero.com.

Quaero.
A CSG SOLUTION
877.570.2199 ext. 5050
Copyright 2009 CSG Systems.