

**READ QUAERO'S
LATEST CASE STUDY
ON CUSTOMER
INTERACTION
MANAGEMENT**

A unifying marketing strategy enables cross channel marketing for a large financial institution

Many companies struggle with their cross channel marketing strategy: specifically, how to align direct marketing with online marketing. As online transactions are increasingly preferred by the majority of consumers, companies must have in place an approach to increase revenue from online transactions along with assuring they increase their customer loyalty and satisfaction.

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NEWS & EVENTS

Empowering Field Marketers: "Heads-up" Play in the Field Can Mean the Difference Between Sharp Execution and Sloppy Performance

Webinar

July 17th at 11:00am EDT

Join [Patrick Dineen](#), SVP, Marketing & Sales, Quaero Corporation, John Gaffney, Executive Editor, Peppers & Rogers Group and B.J. Morgan, Director, B2B & Financial Services Segments, Unica Corporation, as they discuss how new technologies and thought leadership are spotlighting the critical connection between your company and the people who execute your strategy.

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From Quaero's Centers of Excellence



**CENTERS of
EXCELLENCE**

Real-time Interaction Management

by [Ram Krishnamurthy](#)

There is a great deal of evidence that consumers are turned off by traditional advertising and marketing. Increasing issues and regulations with data privacy is also restricting the reach and efficiency of traditional outbound marketing. Traditional media is nowhere near as effective or efficient as it used to be and outbound marketing is 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 the consumer. The growing consumer impatience and weariness with the volume of outbound communications, the presence of a captive and attentive audience, and the ability to enrich the experience of each interaction make customer interaction management a compelling solution.

According to Forrester Research, 85% of firms are planning a customer interaction management strategy and solution. Customer interaction strategy is not just



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focused on marketing or cross selling options, but is focused on reinforcing the brand image and providing an enriched customer experience leading to loyalty expansion.

Customer (Real-time) Interaction Management is the business rules that, applied to a core of real-time analytics, enable true event-based, real-time (or near real-time) customer marketing activities, both online and at point of service. Quaero helps companies make use of all marketing channels to deliver consistent, personalized messages to the right person at the right time for improved customer experience, optimized customer interaction experience and smart, relevant marketing.

Read more thought leadership on Customer Interaction Management

- [Customer Insights Go Real Time: Marketing at the Moment of Truth](#)
By Naras Eechambadi
- [From Forrester Research](#)
[How Technology Enables Inbound Marketing](#)
- [From Bloor Research](#)
[Chordiant and the Customer Experience Revolution](#)



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