

# Quaero MarketIQ

## Our View

### Customer Engagement. Engage, Execute, Measure ... and Make Sure It Pays.

By John Strabley, Director, Marketing Strategy and Planning, Quaero

Customer engagement. It's one of our industry's most popular buzz words right now, and, any marketer worth their salt will agree that customer engagement is critical. But no one seems to have figured out how to measure it, or – more importantly – how to act upon the insight derived from it. Unless marketers commit to measurement and execution, customer engagement will be nothing more than a good concept.

Let's face it. Customer engagement doesn't matter unless it makes an impact on the bottom line. So where do you start? You need to focus on win-win engagements, programs that provide value to your organization and your customers.



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## Their View

### Improving the Customer Experience through Text Analytics

By Sid Banerjee, Chairman and CEO, ClaraBridge

Companies are under unprecedented pressure to optimize the customer experience. We see evidence of this during the last 18 months in the emergence of the chief customer officer (CCO) role. Companies such as United Airlines, Samsung and Chrysler have all recently announced CCOs as part of their executive suites, and one report indicated that 45 percent of large U.S. firms responding to a survey now have a senior executive responsible for customer experience.

[> Read Full Article.](#)

## Your View

### What do you think?

Tell us how your organization listens to customers.

**Enter Your Opinion**

[> Enter Your Opinion](#)

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

### Forward a Fact

- a. 95% of companies collect feedback of some kind from their customers, **BUT**
- b. Only **10%** actually use the feedback to make improvements to their operations

Source: Respond UK Survey

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

### CASE STUDY:

A major media company recognizes the value of its customers and increases ad revenue by 10%.

[> Read full case study.](#)

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