

# MarketIQ


  
 A **CSG** SOLUTION

## Our View

### Welcome to the Customer Ecosystem

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Assuming your company has complete control over its brand message is naïve in this day and age. Why? Because, marketers aren't the only ones communicating about brands anymore. Consumer behavior has changed – along with where and how they get information about your brand and your products.



Let's look at retail, as an example. In the not-too-distant past, if a customer wanted to "buy" something, they went to a store, evaluated their options and ultimately made a purchase. Now, brick and mortar stores have become little more than distribution centers for people who have already done their "shopping" online and want the convenience of picking up in-store. Since 2000, online retail shopping has grown by 210% and accounted for a \$130 billion market in 2008. So, while in-store sales are declining, online sales are, in fact, growing.

The shift in consumer behavior has been driven largely by the rapid adoption of technology. But the trend itself is only remarkable when you consider what has happened as a result: *the balance of power has shifted from brands to consumers*. There's no doubt, consumers are now in control. They dictate when, how and through what channel they make purchasing decisions. And they're influenced by peer reviews, bloggers, advocates – influences over which CMOs have little or no control.

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## Their View



### Customer Experience Boosts Revenue

June 22, 2009

While it's clear that customer experience creates more loyalty, what does that mean to a company's bottom line?

[> Read Report Excerpt](#)

## Your View

### What do you think?

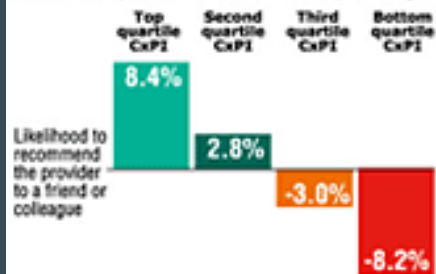
Has your company found an innovative way to insinuate itself into the customer ecosystem?

[Enter Your Opinion](#)

[> Enter Your Opinion](#)

### Forward a Fact

**Percentage of customers who are loyal compared with industry average**  
 Quartiles are based on companies' CxPI scores compared with their industry average.



Source: *Customer Experience Boosts Revenue*, Forrester Research

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

### Next Issue: Navigating Customer Interaction, The Value of Mapping Touchpoints

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 [quaero.csgsystems.com](http://quaero.csgsystems.com).

  
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