

# MarketIQ

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## Our View

### Moments of Truth

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What do your customers expect? The average consumer has radically different expectations for their experience with your organization than they did just 2 years ago. Ironically, the slow economy is one of the factors fueling this rise. Retailers, for example, have provided more options, channels and paths for consumers to interact with them, in an effort to lure customers from competitors and provide a differentiating experience that will keep customers coming back. The end result is that consumers have more say than ever in how they want to conduct business with organizations like yours. In fact, the increased participation in social media provides innumerable forums for consumers to praise – or pan – an experience and broadcast it to millions.



*It's easy to see why organizations are prioritizing customer experience initiatives at the top of their lists in 2010.*

Where do you start? The number of potential interactions, multiplied by the number of channels makes it difficult to understand which customer experience initiatives should be tackled first. In order to improve the experience, your organization must first understand the current experience – from the customer's perspective. So, how can you identify and make changes that will significantly – and positively – impact the customer experience?

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Free Independent Research Report

Mapping the Customer Journey  
By Forrester Research

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Identify 155 Moments of Truth

Request Your Customer Touchpoint Map Free to the First 25

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## Their View



### Mapping The Customer Journey

February 5, 2010

#### COMPANIES ARE NEGLECTING CUSTOMERS

For the past three years, approximately 90% of executives have told us that customer experience is very important or critical to their business.

[> Read Report Excerpt](#)

## Your View

### What do you think?

How does your company identify Moments of Truth? How have you used this insight to affect change and improve the customer experience?

[Enter Your Opinion](#)

[> Enter Your Opinion](#)

### Forward a Fact

#### Framework For Identifying Broken Moments Of Truth

Customer experience leaders should plot interactions on a simple matrix showing the importance and quality of interactions for customers.



Source: Forrester Research

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

Next Issue: Report From The Forrester Marketing Forum

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](#).



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