

# MarketIQ

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## Our View

### Customer Engagement: Can you make it happen? Do you really have a choice?

By *Naras Eechambadi, PhD*  
Senior Vice President and General Manager

This summer, we are planning a family vacation in Italy and Austria. In preparing for the trip, I have relied on traditional guidebooks as well as customer feedback on a variety of travel sites. The best guidebooks have websites where you can download audio tours, augment information that is already in the book and receive more recent updates as well as see feedback on their recommendations from other customers. These companies are truly engaged with their customers. Their websites and discussion groups are a seamless extension of their product, brand and offering. Readers/customers, as well as other members of the eco-system (e.g. tour operators, hotel managers), are encouraged to actively participate, add to and shape their product, namely advice and intelligence for travelers on things to do and to watch out for while maximizing the value they get from vacations.



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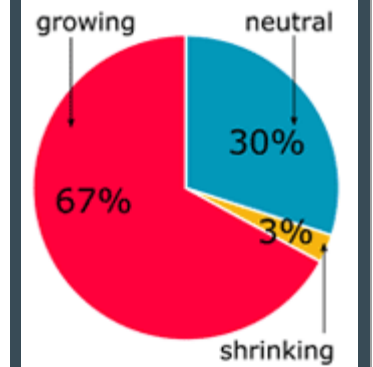
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Source: MarketingSherpa's Email Marketing Benchmark Survey © 2009-2010 Marketing Sherpa LLC

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## Their View



### Engaging Leads in the New Marketing Conversation

By *Alexandra MacAaron*  
Creative Director & Queen B

Generating a maximum of qualified "A" leads is the goal of all direct marketing campaigns. However, effectively nurturing leads that don't quite qualify for sales follow up can make a significant contribution to bottom line results. This is where timely, relevant, integrated, two-way communication comes in. We call it the new marketing conversation.

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## Your View

### What do you think?

Has your organization evolved its marketing programs to engage with customers?

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### Next Issue: Survey Results — How are Marketers Doing in their Multi-Channel Evolution?

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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