

SOLUTION OVERVIEW: QUAERO CUSTOMER STRATEGY SOLUTION BECAUSE THE CUSTOMER IS EVERYTHING

Let's start with your customers.

These days, every company wants to be more customer focused. The question is, which initiatives will get you there? Should you invest in CRM technology? Multichannel integration? Web campaigns? Loyalty programs?

Quaero believes the best place to start is with a Customer Strategy. A comprehensive Customer Strategy, based on real data, will make all your other efforts and investments more effective – and ensure that your organization is truly customer focused.

At Quaero, we've worked with many market leaders such as ESPN, Novartis, Bayer, and Disney. Based on our experience, we've developed a set of best-practice services we call the Quaero Customer Strategy Solution.

It's an approach that puts the customer first – literally – while giving your organization the tools to measurably increase customer value.

What is a Customer Strategy?

Customer Strategy is based on a simple but powerful idea: customer insights and strategy should drive your business decisions. To make this happen, Quaero helps you look beyond marketing to all the ways in which you interact with your customers, from internal operations to sales and service.

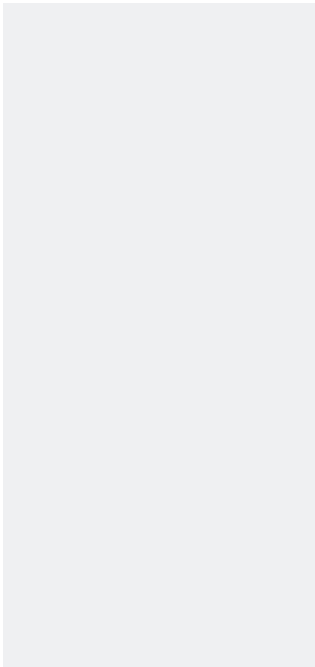
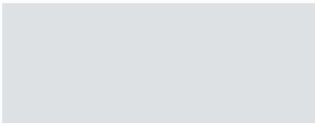
We help you:

- Develop and incorporate customer strategy into your overall business strategy
- Execute programs driven by customer insights
- Measure and enhance customer programs to maximize financial impact
- Grow customer value

Our clients quickly see significant gains in incremental revenue, organizational efficiencies, and the ability to meet or even exceed corporate objectives.

A Customer Strategy can help you...

- Get more value from your marketing spend
- Allocate budgets more effectively
- Create a customer focus for your marketing activities
- Leverage your customer data to gain insights and guide decisions
- Implement a CRM system
- Individualize your customer contacts
- Identify which activities have the biggest impact on customer satisfaction
- Integrate your various brands (and customer experiences)
- Give senior management a clear picture of marketing performance

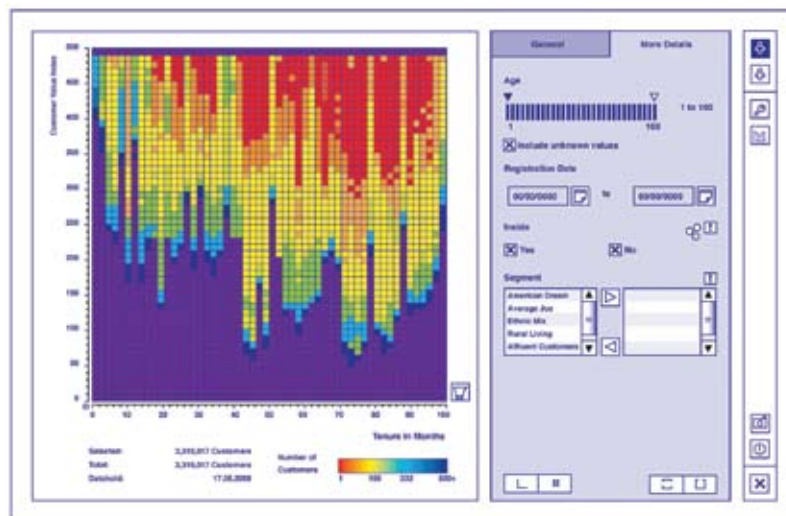


The Deliverables to Ensure Success

You can't have success if you can't measure it. That's why your first deliverable is a concrete roadmap with clear milestones. You know exactly where you are going, how to get there, and what the results will be.

Your roadmap will be both detailed and comprehensive, covering all the areas that affect customer value, from information assets to organizational alignment, with clear metrics for measuring and growing your most profitable customer programs.

As part of the Quaero solution, you can get our proprietary Customer Value Map, a high-level dashboard that gives you a graphic picture of which of your customers and segments provide the most value.



Choose the Roadmap that's Right for Your Organization

The Quaero Customer Strategy Solution offers three general tracks, depending on your organization's readiness, needs, and data availability. In addition, Quaero can tailor the methodologies and deliverables to match your current stage in the evolution toward customer-focused operations.

Some companies will want to take the first step only – using available data to guide rapid organizational alignment and customer programs.

Others may want to address the entire range of customer strategy issues, including aggregated data, customer analytics, and a statistical, fact-based approach to decision-making.

Whichever roadmap you choose, it will incorporate Quaero's proprietary Six Dimensions of Marketing Performance – actionable strategies, effective processes, organizational alignment, appropriate measures, information assets/analytics and enabling technologies – to ensure your success.

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A SOLUTION

ACCELERATE
CUSTOMER
VALUE

	CUSTOMER STRATEGY FAST TRACK	CUSTOMER STRATEGY - QUALITATIVE INSIGHTS & ACTION PROGRAM	CUSTOMER STRATEGY - QUANTITATIVE INSIGHTS & ACTION PROGRAM
Current customer strategy focus	None – primarily product focused	None to Moderate – may have some customer initiatives in place, such as loyalty programs	Moderate and Beyond – may have existing customer strategy, initiatives
Data availability	Little or no customer data	Some customer data – transactional	Several years' worth of customer data – transactional, behavioral, appended data
Customer insight availability	Little or none – customer insight limited to secondhand information from sales, customer service; customer surveys	Little or none – customer insight limited to secondhand information from sales, customer service; customer surveys	Moderate – customer insight includes primary research, surveys, data
Initial objectives	Desire to build internal alignment and direction quickly	Desire to gather customer insights quickly to guide strategy	Desire to have a "fact-based" customer strategy
Company culture	Comfortable with internally-generated qualitative insights	Comfortable with customer-generated qualitative insights	Desire for statistically-driven data customer insights



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About Quaero

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 www.quaero.csgsystems.com.