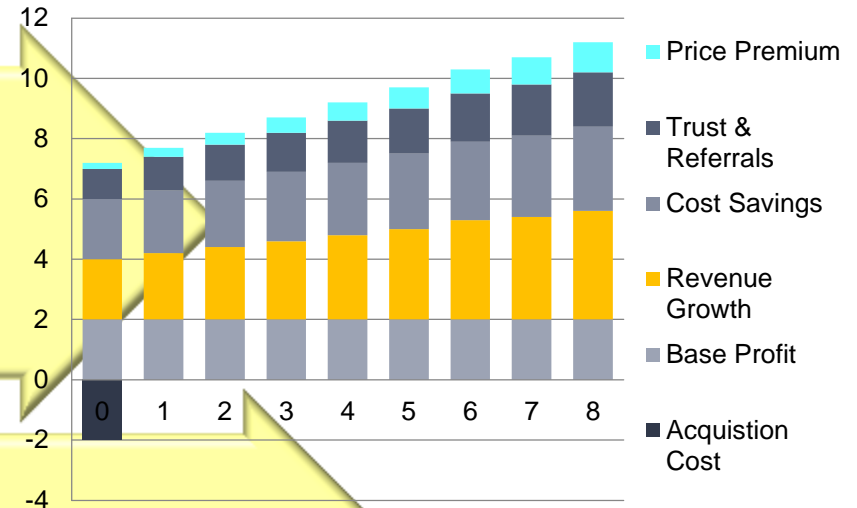


Annual Customer Profit



Drive Revenue

- Increase revenue per socket
- Increased renewals
- Increased revenue per customer
- Increased frequency of purchases
- Annuity mix

Increase Marketing Efficiency

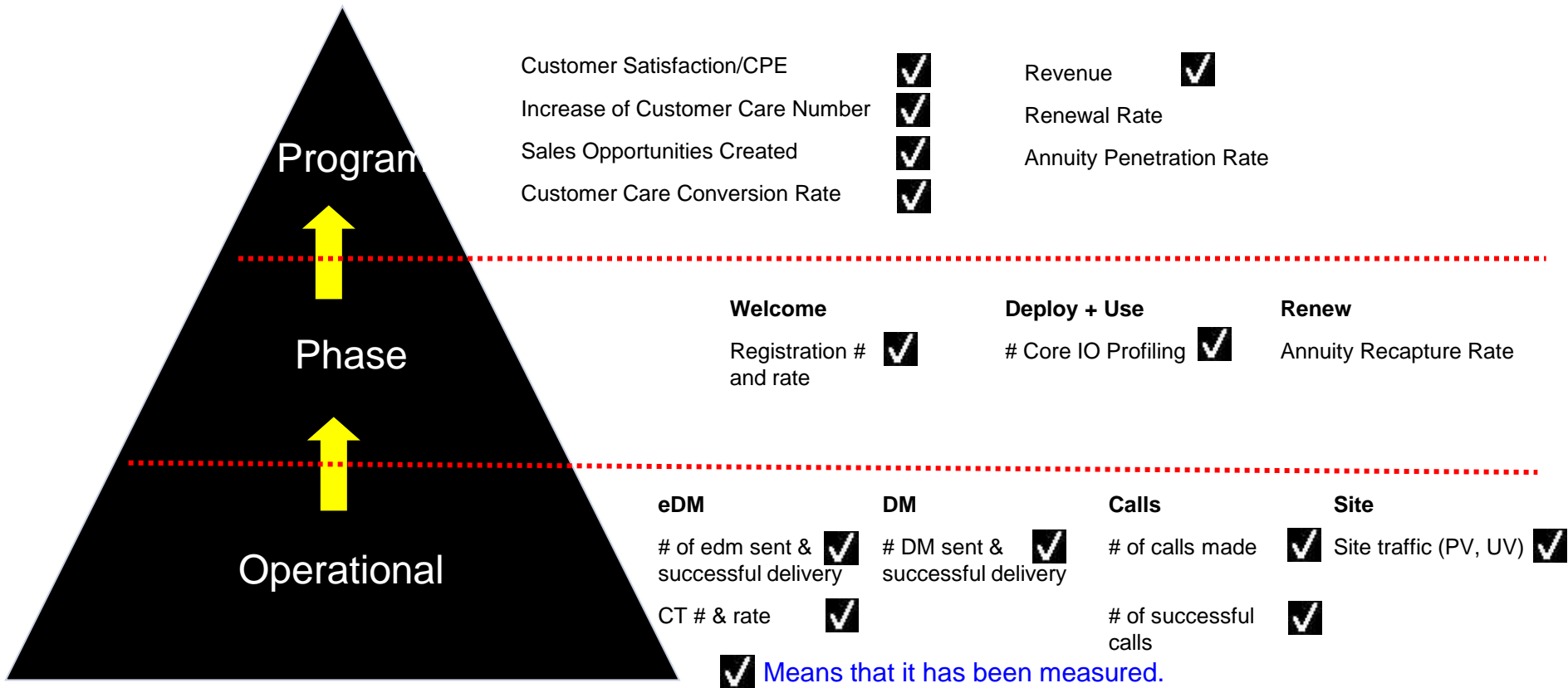
- Centralize data mining and contact strategy to reduce cost of execution
- Develop best of class execution process
- Consistent use of planning and execution processes across countries
- Improve quality of customer data
- Deepen the CRM expertise in the field by building a CRM community
- Lower the cost of sales by leveraging reusable processes and tools

Increase High-Value Customer Loyalty

- Company and product advocacy
- Lower susceptibility to the competition
- Increased engagement
- Annuity business
- Increased penetration of the stack



Existing Audience	UMM customer purchased in last month & didn't receive Welcome call before	Customers who included in welcome call	Customers who gone through by deploy phase	Expiration annuity customers (SA should be renewed within 6 months)
Contact trigger post purchase	Post 1 month	Post 2-4 month	Post 5 month to 18/30 month	Open license: Post 19 to 24 month, EA/Select/OLV: Post 31 to 36 month
Customer experience	Thanks customer	SA Consumption – FY09 New	Usage Tips	Value of Renewal
	Brief & activate SA benefits Free support policy	Core IO profiling	Xsell/Upsell oppty generation	Clear understanding renewal process
	Promotion application	IO solution	IO solution	
Activities	DM/EDM/TSR Call down	TSR Call down/ EDM	TSR Call down/PAM/Partner	DM/EDM/TSR Call down/Partner
	License statement based on MVLS& open	MS Customer Event map	Promotion introduction	days
	Free support briefing	End user promo introduction	MS Customer Event map	Minus 45 days
	Promotion gift application	Other Campaign	Other Campaign	Budget\ Partner\ Renew plan\ Promotion offering
SA customers	SA Benefit introduction Activation process	SA customers SA experience feedback	SA customers SA Program	Minus 0 days Statement update\ Back up solution
KPI	OpenL Free Support Registration Rate	Core IO profiling completion rate	Sales opportunity	Annuity recapture rate
	SA Activation Rate		Captures issue/ Complaint	



- The success of the Customer Care Platform is evaluated on three primary levels :
 - Program: Metrics serve as reference points for comparing the new program to previous efforts, evaluating the return on marketing dollars, and as strategic benchmarks for future program level optimization.
 - Stage: Metrics will allow for measuring communication and activities (e.g. eDM, DM) targeted at each stage.
 - Operational: Metrics will to measure specific touch point and develop benchmark for comparison .





Company Level Relationship



1 Communication



Personal Level Loyalty



Win "Contract & Loyalty"



Smooth Communication



2-way Interaction

- Community marketing will heavily focus on dynamic, 2-way interaction on points exchange and information communication.

Drives deep insights through tools:

- Collaborative message boards (BBS)
- Forums (Blog and Podcast)
- Frequent, targeted market research (Online survey and Online focus group)



Knowledge about Loyalty Program customers from different sources is necessary:
 Not only transactional data, but also attitudinal data derived from qualitative survey (online focus group, BLOG, Semantic Web, etc)



1. Set Measureable Objectives:

- Control & Test Group's transactional size enhancement comparison. [\(Before & After\)](#)
- Control & Test Group's purchase frequency comparison. [\(Before & After\)](#)
- Control & Test Group's cross purchase comparison. [\(Before & After\)](#)
- Control & Test Group's influenced dollars comparison. [\(Control & Test\)](#)
- Control & Test Group's customer retention comparison. [\(Control & Test\)](#)
- Control & Test Group's ROI comparison. [\(Control & Test\)](#)

Scoring and Rewarding Plan

Key Metric	Weighted Score						Total	Weighted Avg	Target
	Control	Test	Baseline	Weight	Score	Score			
Customer Retention	Control: Customer Retention Score	Test: Customer Retention Score	Baseline: Customer Retention Score	Weight: 10%	Score: 85	Score: 90	8.5	8.5	90
	Control: Customer Retention Score	Test: Customer Retention Score	Baseline: Customer Retention Score	Weight: 10%	Score: 85	Score: 90	8.5	8.5	90
	Control: Customer Retention Score	Test: Customer Retention Score	Baseline: Customer Retention Score	Weight: 10%	Score: 85	Score: 90	8.5	8.5	90
	Control: Customer Retention Score	Test: Customer Retention Score	Baseline: Customer Retention Score	Weight: 10%	Score: 85	Score: 90	8.5	8.5	90
	Control: Customer Retention Score	Test: Customer Retention Score	Baseline: Customer Retention Score	Weight: 10%	Score: 85	Score: 90	8.5	8.5	90
Sales	Control: Sales Score	Test: Sales Score	Baseline: Sales Score	Weight: 20%	Score: 80	Score: 85	16	16	85
	Control: Sales Score	Test: Sales Score	Baseline: Sales Score	Weight: 20%	Score: 80	Score: 85	16	16	85
	Control: Sales Score	Test: Sales Score	Baseline: Sales Score	Weight: 20%	Score: 80	Score: 85	16	16	85
Marketing	Control: Marketing Score	Test: Marketing Score	Baseline: Marketing Score	Weight: 10%	Score: 70	Score: 75	7	7	75
	Control: Marketing Score	Test: Marketing Score	Baseline: Marketing Score	Weight: 10%	Score: 70	Score: 75	7	7	75
Support	Control: Support Score	Test: Support Score	Baseline: Support Score	Weight: 10%	Score: 80	Score: 85	8	8	85
	Control: Support Score	Test: Support Score	Baseline: Support Score	Weight: 10%	Score: 80	Score: 85	8	8	85
Overall	Control: Overall Score	Test: Overall Score	Baseline: Overall Score	Weight: 100%	Score: 75	Score: 80	75	75	80
	Control: Overall Score	Test: Overall Score	Baseline: Overall Score	Weight: 100%	Score: 75	Score: 80	75	75	80

2. Understand Customer Behavior & Relationships through Scoring System

- Control & Test Group's Relationship Scoring in Communication [\(Control & Test\)](#)
- Control & Test Group's Relationship Scoring in Internal Recommendation [\(Control & Test\)](#).
- Control & Test Group's External Referral, which leads to other companies' purchase [\(Control & Test\)](#).

3. Evaluating the Effectiveness of Rewards Scoring System

- Rewards both purchasers and advocates.
- Recognition and privileges.
- Detailed factors, points and weight.
- Find out and profile the loyal customers in detail.

