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MANAGING EXPECTATIONS IN CUSTOMER MOMENTS THROUGH A DATA FOCUSED CRM STRATEGY

5 POINTS TO REMEMBER AND 5 ACTIONS TO TAKE

1 73% OF CUSTOMERS EXPECT COMPANIES TO UNDERSTAND THEIR UNIQUE NEEDS AND EXPECTATIONS

Reframe your thinking from a channel perspective or a journey perspective to a moment orientation.

2 THE AVERAGE ORGANIZATION HAS 900 APPLICATIONS, WITH ONLY 1/3 CONNECTED TO ONE ANOTHER.

Recognize the link between customer expectations, your data capabilities and technology disconnectedness.

3 89% OF ORGANIZATION LEADERS STRUGGLE WITH DATA SILOS

Take stock of what those silos prevent you from knowing about your customer and from achieving in your market.

4 DATA EXPERTS SEPARATE THE SIGNAL FROM THE NOISE. MARKETERS TURN THE SIGNAL INTO ACTION.

Collect data signals for the moments that matter, then show up in those moments for your customers.

5 THE FUTURE OF MARKETING IS PROMPT-DRIVEN.

Learn the components of a strong AI prompt: context, specific information and customer intent.