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CHASING THE RABBIT

How Information Gives You
Competitive Advantage



ECONOMIC OUTPUT	BUSINESS IMPERATIVE	CONSUMER SENSIBILITY
Experiences	Render	Authenticity
Services	Improve	Quality
Goods	Control	Costs
Commodities	Supply	Availability

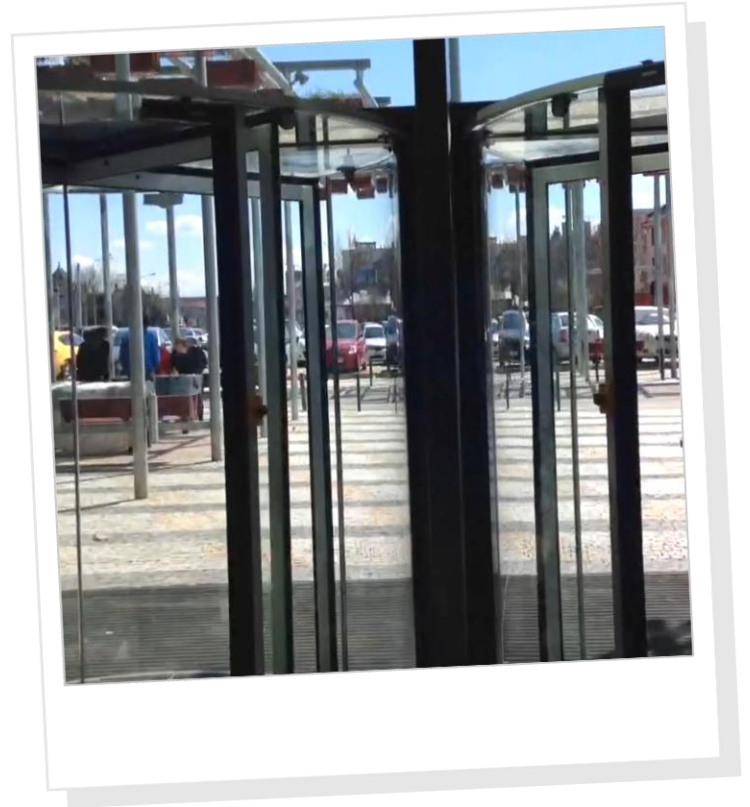


HERE ARE
A FEW IDEAS

UNLESS A SUBJECT TO THE QUEEN,
YOU'D BETTER KEEP IT TO THE RIGHT

We have funny rotating doors at
Green Gate Offices: one turns to the
right, the second one turns to the left.

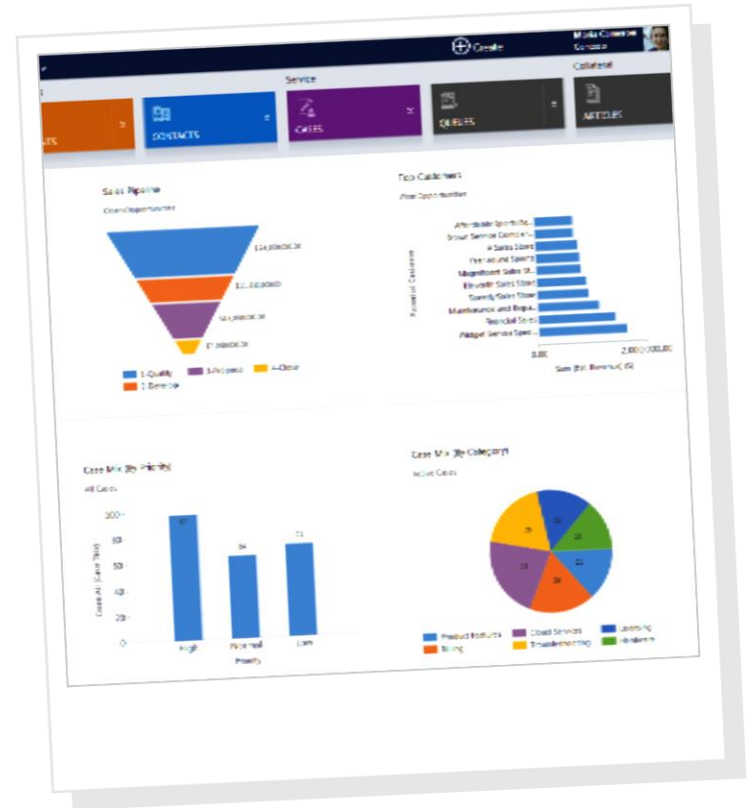
At least one of five employees has
experienced the left one 😊



Key Conclusion: "The best product" is a sold-out one.

CUSTOMER INTELLIGENCE

- 360° Customer View
- Manage customer information to gain insights
- Centralized interactions history for all your customers
- Deepen customer relationships with relevant data
- Lead your sales team towards increased productivity
- Monitor and measure multi-channel marketing campaigns



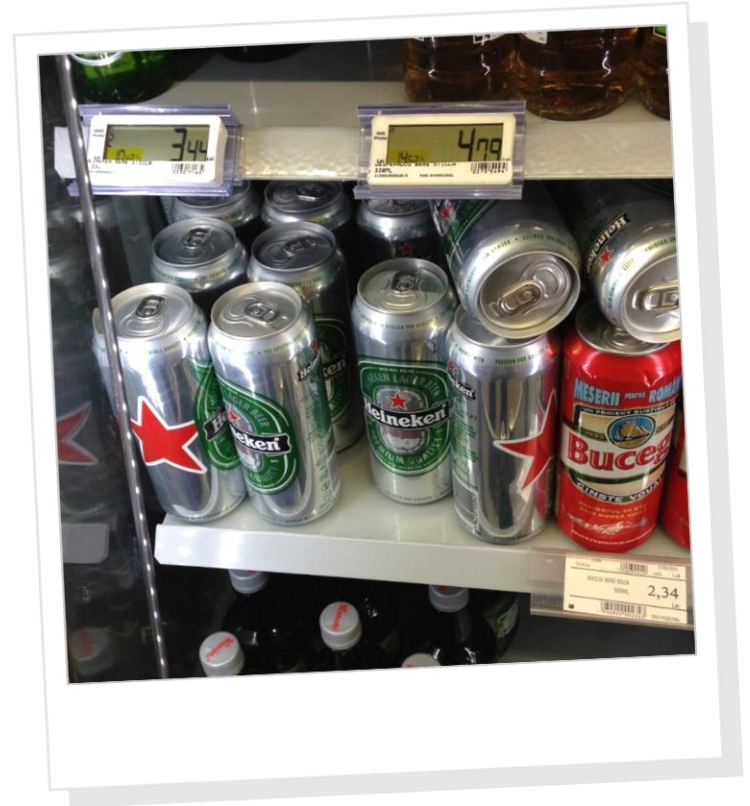
Key Conclusion: "The best product" is a sold-out one.

HOW IMPORTANT IS A COLD BEER FOR YOU?

There's a supermarket next by my friend's house and he used to enter every evening after work, spending 60-70 Lei on some groceries, other stuff, and a couple of beers... COLD BEERS.

One day, he was outraged by the fact that they unplugged the beer fridge.

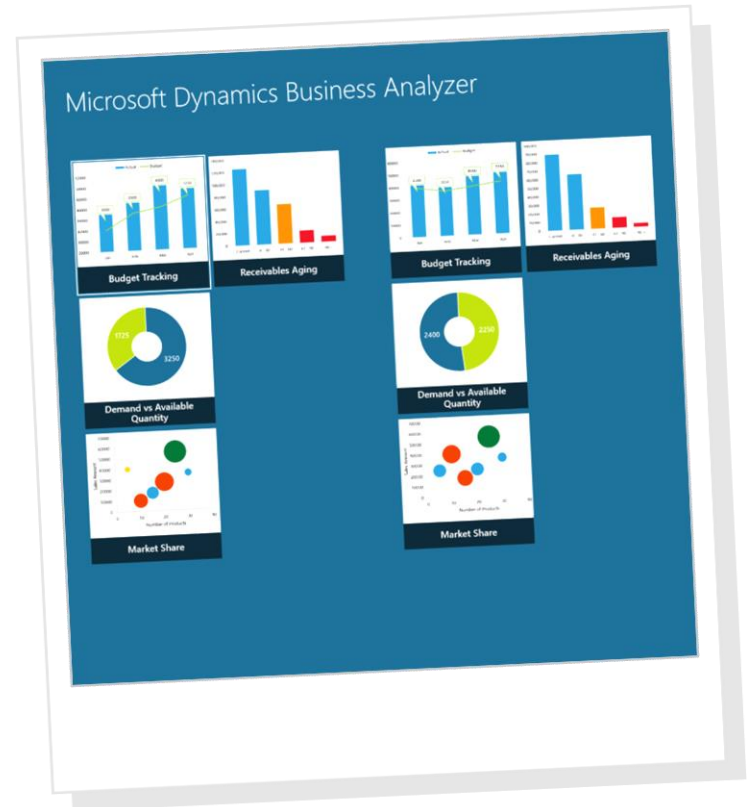
Ever since they unplugged the beer fridge he's changed the store and started spending 60-70 Lei each evening in another store further away.



Key Conclusion: Identify the main reason why a Customer has chosen you

READY TO GROW YOUR SALES?

- Maximize revenue opportunities
- Intelligent Lead Management built on real time analytics
- Prioritize better, gain Sales efficiency
- Up-sell and cross-sell opportunities based on customer history
- Be prepared for meeting your Customers' requests in advance



Key Conclusion: Identify the main reason why a Customer has chosen you

THE “COLD” EXPERIENCE

A friend of mine needed to have his energy meter changed, so he fills in a request.

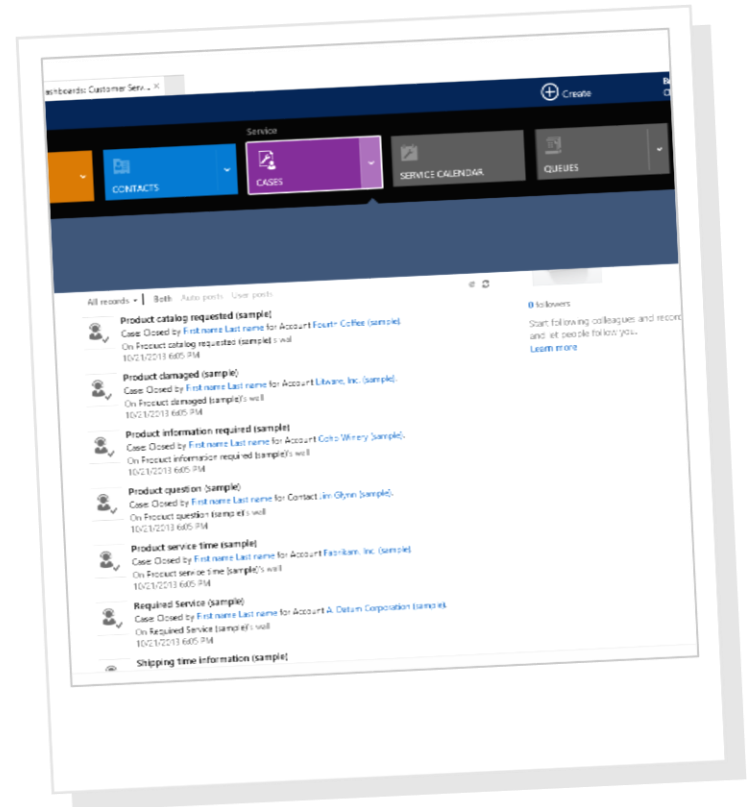
Two days after, the intervention team is at his house ready to take back the old meter.

Unfortunately, the intervention team responsible for installing the new meter has not been informed of his problem so, in the end, my friend has no energy and no meter.



THE UNIFIED EXPERIENCE

- Deepen customer loyalty
- Personalized, proactive, and predictive experiences
- Manage every aspect of customer service
- Empower you agents, engage your customers
- Turn information into knowledge



Key Conclusion: Every Customer interaction matters.



DON'T BE CONFUSING

On an outdoor open space downtown Bucharest there's this notice sign that reads: free parking for 30 days.

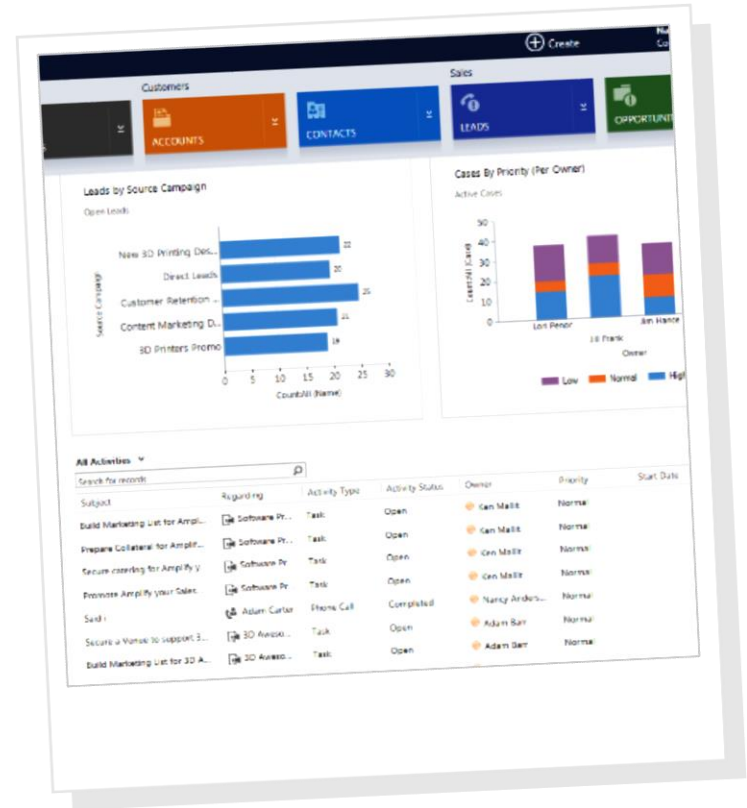
There's no parking meter, no barrier, no guard there.

So I guess it counts from whenever you've read the notice...



WHEN YOU CHOOSE YOUR CRM

- Have a clear view on what the costs are
- Keep in mind that acquisition is just a step towards internal adoption
- Pick a verified solution that can meet your specific requirements
- Opt for CRM expertize and value not for the cheaper option in the market
- Ask for details regarding data security and integrity





USE YOUR CUSTOMER
INSIGHT

DON'T BE CONFUSING

IDENTIFY THE HOOK
AND USE IT

CHOOSE YOUR CRM
WISELY

BE PROACTIVE AND
SUPPORTIVE

NOT A CUSTOMER,
BUT A PARTNER

EVERY CUSTOMER
INTERACTION MATTERS

THANK YOU

