

AFM Marketing Forum: Workshop Results

Introduction

At the recent AFM Marketing Forum, a workshop was held where attendees provided details on how their organisations fare across the three main streams required for Customer Centric Marketing:

- Data
- Analytics
- Strategy

This report summarises the information captured at the workshop from 23 attendees who returned some information on the form provided.

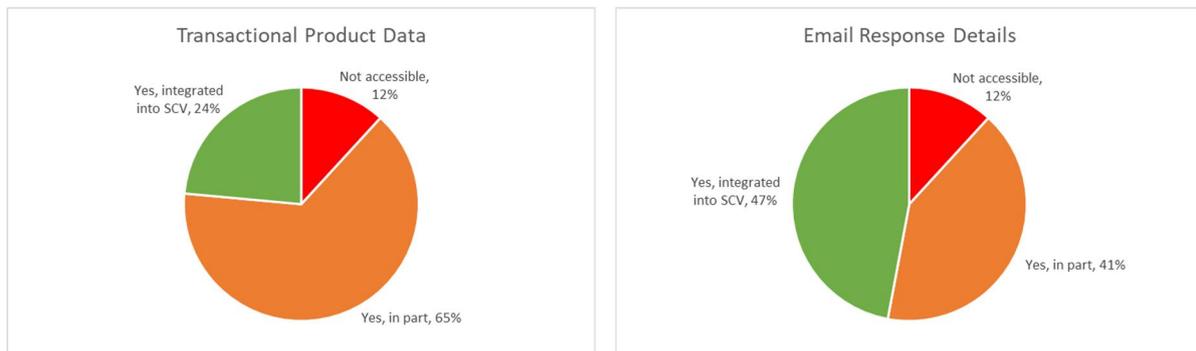
Executive Summary

Many organisations reported that they have the basics covered in terms of data and reporting, but many were still to seize upon opportunities to leverage analytics into a fully coherent data-driven strategy.

There were quite a range of responses to the workshop across the AFM group. Most organisations could probably do a little more with their data, by making a wider range of information available for analysis to inform the marketing strategy. Similarly, whilst many organisations are using their data for basic analytics and reporting, the delivery of Customer Insight or Predictive Modelling is less common. Finally, most encouragingly of all, most organisations are treating customers differently so have made a start on the journey towards becoming a Customer Centric, or Member Centric, organisation.

Workshop Output

Data Stream



Encouragingly, all of the organisations can access transactional product information. Although, roughly one in eight do not have access to more detailed product value or granular transactional data. Less encouragingly, only one in four reported that their data is integrated into a Single Customer View (SCV) database leaving significant room for improvement for many.

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Interestingly, more responders claimed they integrate email response data on opens and clicks into a SCV than the detailed transactional information. This is slightly surprising because, whilst most organisations have access to detailed email response data within their Email Platform, in our experience it is less common for this to be integrated with other data into a SCV for use in analytics and strategy projects across multiple channels.



Continuing on the digital theme, around half of responders do not integrate online logins into their SCV at all, which is unsurprising as often this information is analysed separately using Google Analytics (or equivalent). With regard to Social Media, five out of six responders claim they integrate social media posts at least in part, with almost one in three saying the information is fully integrated with their SCV. This seems very high given the complexity and cost involved in integrating live feeds from Social Media into a database so perhaps it is more likely that again this information is available in a separate silo rather than integrated against each customer record. Which is more consistent with a couple of responses to specific questions:

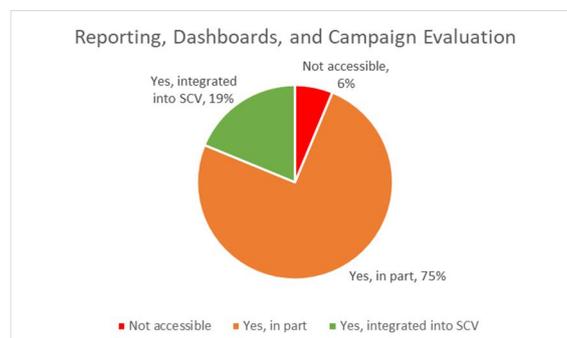
‘...can make it difficult to access information in a central place’

Or

‘Somewhat limited by system implications and also with accessibility of data.’

Analytics Stream

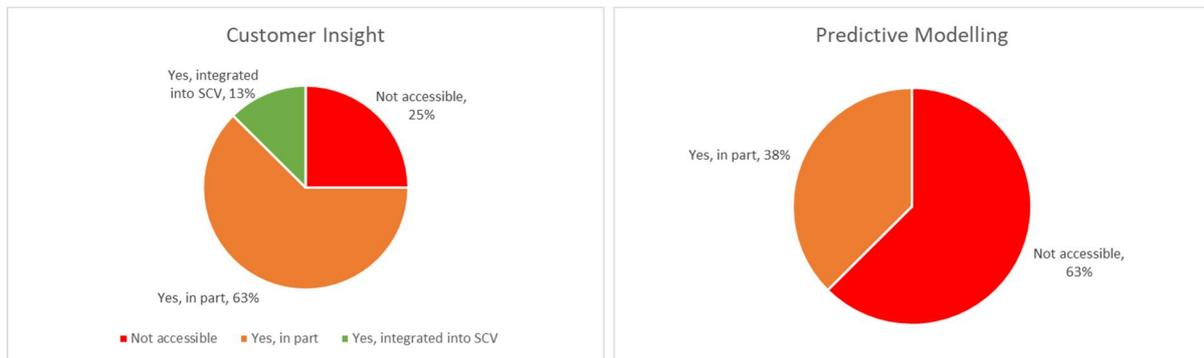
Turning to the Analytics stream, encouragingly virtually all organisations do have access to basic reporting and campaign evaluation, although only one in five felt it was being fully exploited.



But when it comes to generating more detailed Customer Insight or using Predictive Modelling a significantly lower proportion of responders use these approaches. This could indicate an

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opportunity for many organisations to improve their understanding of their business through the generation of Customer Insight. Indeed, only one in three responders claim they have used Predictive Modelling at all.



Strategy Stream

Finally, the answers to the open ended strategy questions show there is a lot of variety across the responder organisations. Most claim to be reasonably customer centric, but less than half have a defined customer contact strategy in place, although a few more are a work in progress. Most encouragingly of all, most responder organisations do personalise and treat different customers differently with some form of segmentation model or rules based approach in place.