

"Quaero is the most attentive consulting company I have ever worked with."

ACCELERATING MARKETING PERFORMANCE

Bridging the Gap Between Marketing & IT.

VOLUME 2 ISSUE 3

NEW IN KNOWLEDGE

Check out the [Knowledge](#) page on quaero.com to read these newly added articles by Quaero experts:

Customer Insights Go Real Time: Marketing at the Moment of Truth
Faced with declining returns on outbound campaigns, marketers are increasingly leveraging their customer insights when those customers call in, visit a web site or a store, or otherwise engage in a transaction or conversation. Real-time insight leveraging the right information applied to inbound interactions can yield huge return, both because the costs are lower and because the success rates tend to be higher.

By Naras Eechambadi.

A Customer-Experience Map Points the Way for One Insurance Company

An insurance company that serves small businesses and individual policyholders faced a number of challenges: increased competition and price sensitivity, commoditized products and a complex business model that resulted in a confusing customer experience. The company made a strategic decision to use customer experience management. Its story is a good lesson for any organization looking to create an ideal customer experience.

By Lane Michel, Jennifer Monahan-Searles and Jenny Belser.

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NEWS & EVENTS

CRM Annual Conference

How well are you managing your marketing resources?

How effectively you deploy and manage marketing resources — your people and your budget dollars — will be a key determinant of how well your marketing investments will perform. However, making the right decisions is not easy because marketing is more complex than ever before, and many of our clients are sharing their challenges in effectively coordinating dozens and sometimes hundreds of individual projects to produce the required marketing results.

What we consistently see is that high performing marketing organizations are successful because they have managed to achieve:

- well-defined and effective planning processes which ensure alignment between tactics and strategies
- efficient program execution
- tight collaboration within and across teams
- the discipline of learning from program outcomes
- the nimbleness and insight to redeploy resources away from failing or marginal programs to more successful initiatives

Struggling marketing organizations, on the other hand, under-perform in some or all of these areas. They do the best they can, supported by fragmented processes and legacy technologies. As a result they often miss opportunities, and waste or misdirect resources towards unproductive investments.

Marketing Resource Management (MRM) applications are fast emerging as the best practice response to these challenges, and you can be sure that your key competitors are either thinking about, or already implementing, one of these solutions.

However at Quaero we understand that MRM is not just about the technology — it is about great marketing processes and organizational alignment enabled by the right application and implementation services. We have therefore developed the perfect mix of marketing process, technology implementation and change management experience to help you find and implement the solution that best meets your needs and can assist you with everything from an initial evaluation or business case all the way through to detailed planning and a full suite of implementation services.

The benefits are potentially huge.



Niall Budds

VP, Marketing Resource
Management,
Center of Excellence

CKMA Annual Conference

April 17-18 | Atlanta, GA

"Getting the Most BANG Out of Your Marketing Buck: The Critical Role of Marketing Capabilities"

This insightful discussion will feature speakers Dr. Naras Eechambadi, CEO, Quaero; Raj Srivastava, Director, Zyman Brand Science Institute at Emory University; and Naveen Donthu, Katherine S. Bernhardt Research Professor and Professor of Marketing, Georgia State University

For more information and to register, [click here](#).

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Unica's 6th Annual Customer Conference: The 2007 Marketing Innovation Summit
May 6-9, 2007 | Las Vegas, NV

Quaero is a Platinum Sponsor for this event, which will feature hands-on "how-to" and expert-led sessions focused on Relationship Marketing, Internet Marketing and Marketing Operations. A number of Quaero representatives will be speaking throughout the conference. To register, please [click here](#).

For example, our recent work on an MRM business case for a very large multi-brand organization helped them to identify upwards of \$50 million in annual savings stemming mainly from the elimination of waste, the creation of additional resource capacity through greater efficiency, and the better alignment of individual marketing tactics with overall brand and corporate strategy.

These opportunities are very real and are within your reach, enabled by MRM applications that we can help you to rapidly implement and embed within your marketing organization, and beyond.

We look forward to hearing from you.

For more on the Quaero MRM Center of Excellence or to make an appointment for a detailed discussion with Niall, please [click here](#).



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