

SOLUTION OVERVIEW: THE QUAERO MARKETING PERFORMANCE ROADMAP

A Clear, Actionable Plan for Improved Marketing Success

Now more than ever, marketers are being held accountable to plan effectively and make every dollar count. You need to improve marketing performance in a way that produces a tangible bottom-line business impact. But what path do you follow to get there? How do you balance your choices? How can you identify the root causes of problems and what will fix them?

CSG's Quaero has developed a systematic approach to answering these questions: The Quaero Marketing Performance Roadmap.

The Quaero Roadmap is a comprehensive assessment of your current marketing capabilities that leverages Quaero's deep marketing experience to diagnose current challenges and propose a structured roadmap and business case for improvement.

Your focus may be very specific, such as improving your ability to measure the performance of a particular channel (such as online) or developing a plan to build and leverage analytics within your business over time. Or your focus could be much broader, such as identifying, selecting and implementing an entire suite of marketing automation or CRM technology and making the associated process and organizational changes to take maximum advantage of those new technologies.

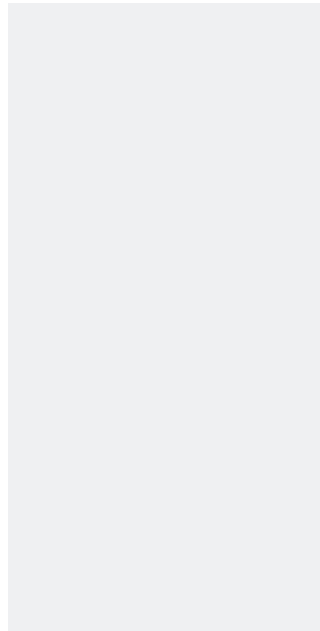
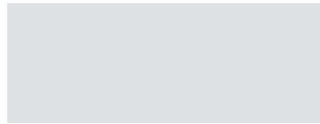
Regardless of the focus, the Quaero Roadmap provides a clear direction for continuous improvement and investment planning to help you identify where to start and how to proceed over time to achieve your goals.

Today, marketers have more choices than ever, and more pressure to deliver results as well. The Quaero Marketing Performance Roadmap will help you chart a clear course through the maze of decisions, and produce results that are both predictable and measurable.

Based on the *Six Key Dimensions of Marketing Performance*

At the heart of this approach is our proprietary *Six Dimensions of Marketing Performance*SM methodology, which examines the key ingredients for marketing success that we have identified based on our experience with best practices in leading companies.

All six dimensions must be considered holistically to predictably improve the results of marketing.



These ingredients are:

- Actionable Strategies
- Effective Processes
- Organizational Alignment
- Appropriate Measures
- Information Assets (Analytics)
- Enabling Technologies

Most marketers find it very difficult to tackle all of these dimensions at once. Yet if you address them independently, you may not maximize the return on your investments. The fact is, all six dimensions are crucial and must work in harmony to drive marketing success. The Quaero Roadmap helps you to strike the right balance.

Benefits You Can Measure

Quaero's proprietary process and unique perspective give us the experience and disciplined methodology to provide marketing leaders with important and measurable benefits such as:

- High-impact findings with actionable recommendations that can be followed immediately.
- A roadmap which tells you how to proceed over time.
- Minimized overhead on your staff.
- Insights incorporating broad input from within and (if appropriate) from outside of marketing.
- The benefit of best practices from other companies and industries.

Clearly Defined Deliverables

The Quaero Marketing Performance Roadmap provides specific deliverables with clear value to your marketing team and your entire company, spelling out where you need to allocate budget dollars, where to focus to improve marketing performance, and much more. Your Roadmap deliverables will include:

- A thorough analysis that considers your firm's performance in each of the *Six Dimensions of Marketing Performance* relative to industry norms and best practices.
- A Strengths – Weaknesses – Opportunities – Threats (SWOT) Analysis by marketing focus area.
- A complete and prioritized list of opportunities for performance improvement.



- Action plans for each opportunity.
- A business case for any recommended investments.
- An executive workshop to present analysis findings and recommendations.

Why CSG's Quaero?

The Quaero team brings to your challenge an exceptional level of experience and expertise in marketing success. And we can act quickly, fully engaging your marketing challenge within two weeks.

The Quaero Marketing Performance Roadmap is based on:

- Experience with more than 100 engagements for the most successful data-driven marketers.
- A unique blend of deep marketing process, measurement, customer experience and marketing automation infrastructure expertise.
- Renowned marketing performance thought leadership as embodied in Senior Vice President, CSG Systems, Naras Eechambadi's book *High Performance Marketing: Bringing Method to the Madness of Marketing*.
- A proven proprietary methodology continuously perfected over years, with highly successful results across multiple industries.



ACCELERATE
CUSTOMER
VALUE

About Quaero

Quaero, a CSG solution, uses customer intelligence to help clients shift from traditional campaign-driven marketing to real-time, multichannel customer interaction. Quaero experts blend strategy and analytics with performance management and technology to establish dialogues that improve the customer experience while increasing overall customer value.

Headquartered in Charlotte, NC, the Quaero solutions group provides marketing services to category-leading clients within the Financial Services, Pharmaceutical/Healthcare, Travel and Leisure, Media, Consumer and High Tech industries. For more information, call 1-877-570-2199 or visit quaero.csgsystems.com.