



DIGITAL
STRATEGY



Digital Strategy

Survive and Thrive in the Digital Deluge

Every day there are 4.8 billion interactions on Facebook, 16 billion texts sent, 2.3 million blog posts published, 500 million tweets posted (more tweets than there are books in the world!) and 300 billion emails sent. This digital firehose is directly impacting your customers, and therefore your business. Your organization needs to gather, organize, analyze and exploit this deluge of data. Your goal: capture and retain customers awash in this digital sea.

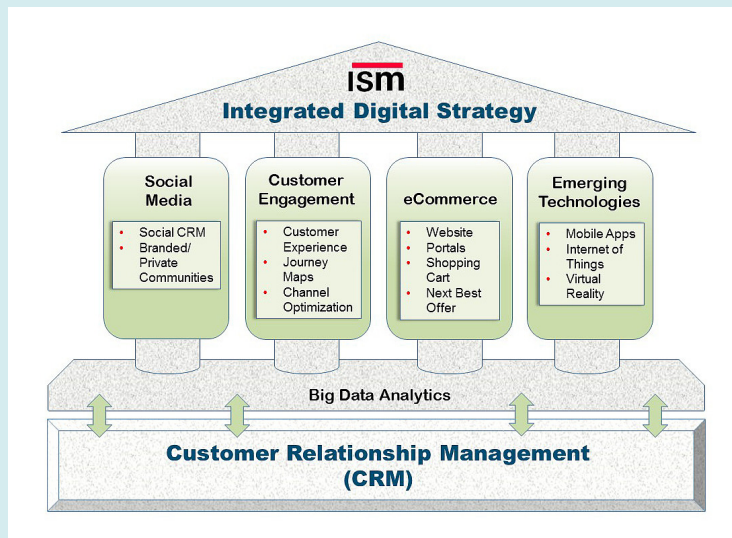
Great organizations know that a piecemeal approach to the digital marketplace is doomed. Isolated and sometimes incompatible initiatives can keep an organization distracted and unfocused. What is needed instead is a comprehensive and forward-looking Digital Strategy that encompasses all aspects of digital engagement and enables organizations to anticipate and exploit new opportunities as they arise.

- A Digital Strategy involves gathering digital information about your customers, analyzing it, deriving actionable insights from it, and then deploying digital tools to optimize each customer's experience.
- Enhanced customer engagement is the goal. Your Digital Strategy creates the plan.
- New and exciting technologies and best practices enable your execution.

Our Scope

ISM has been a leader in the CRM industry for more than 30 years. Our unique methodology strengthens and enhances CRM with powerful technology tools and tactics to deliver an actionable Digital Strategy, customized to each organization's needs.

The foundation of our model is a solid CRM system - containing clean and comprehensive customer profiles - that empowers your organization to use customer information to optimize the customer experience, improve customer service, calibrate marketing messages and ultimately, to increase customer loyalty and wallet share. This is made possible through Big Data analytics, coupled with an enormous variety of new digital technologies, tools and tactics.



- Social Media provide both a treasure trove of individualized customer information and new platforms, fostering two-way dialogue between companies and their customers.
- Customer Engagement leverages new digital tools to drive real-time engagement at every stage of the customer journey. This enables your organization to provide the right offer, through the right channel, at exactly the right time.
- eCommerce is increasingly the preferred channel for researching and purchasing products and services.
- Emerging Technologies will produce a deluge of new data. They will also enable customers to investigate and interact with brands and products in new ways.

A successful Digital Strategy, supported by a robust and up-to-date CRM system, leverages existing customer information and also continually updates the profile with new data. This two-way flow of information both enhances the customer experience and provides the organization with ever-more holistic and individualized views of its customers and prospects.

Our Process

Engage ISM as your Digital Strategy advisor to:

1) Gather and assess digital information from multiple sources both within and outside of your organization:

- Websites
- Portals
- Digital surveys/polls
- Social Media communities
- Mobile apps
- Connected devices
- Other emerging sources (IoT, VR)

2) Apply Big Data Analytics:

- Secure digital insights from gathered information
- Compile these insights into actionable activities

3) Formulate a comprehensive Digital Strategy focused on:

- Which customers
- Which channels
- Which technologies
- Competitive positioning
- Impact on brands
- Key messaging

4) Select the most appropriate digital activities from options including:

- **Social CRM:** Integrates information gleaned from social media listening tools into the CRM customer profile
- **Branded Communities:** Private, invitation-only social media communities that promote business goals while providing members with expert information, customer support and peer-to-peer comradery
- **Customer Engagement including Customer Experience Management (CXM):** Leverages customer information to enhance customer interactions and increase customer satisfaction, loyalty and wallet share
- **Channel Optimization:** Uses customer journey mapping to communicate the right offer through the right channel at the right time
- **eCommerce:** Optimize digital interfaces to convey timely, relevant offers and capture actionable insights
- **Emerging Technologies:** Mobile apps, the Internet of Things, Virtual Reality and other cutting-edge tools for connecting and engaging with customers

5) Create a comprehensive, 3-5 year Digital Strategy roadmap that contains:

- Digital business process enhancements
- Digital technology initiatives
- Required organizational readiness and change management activities
- Action plans, timeframes, roles and responsibilities

Don't Be Left Behind

Best-in-class organizations are already focusing on catching the next digital wave. For example, the nine billion 'Internet of Things' connected devices/sensors deployed today will explode to 20+ trillion devices by 2020. Virtual Reality is expected to generate revenues of more than \$1 billion in 2016, and this is the tip of the iceberg. Together, these and other emerging technologies will provide large amounts of new and valuable customer insight and change the way customers interact with companies, their brands and their products. Given the staggering speed of digital change, getting your Digital Strategy right is essential for your organization's long-term survival.

At ISM, we know that success with almost any technology initiative depends on people, process and technology – people drive high user adoption, customer-facing processes secure customer engagement, and the right technology supports these processes. We evaluate and address all three aspects as they pertain uniquely to your organization. Of course a successful Digital Strategy also depends on a sound CRM system that has readied the organization for the future. We can assist with that too.

Since its founding in 1985, ISM has established itself as the premiere strategic advisor to organizations planning and implementing customer-centric business strategies. Our unique combination of expertise in CRM, Social CRM, Big Data Analytics, Customer Engagement, eCommerce and Emerging Technologies has enabled us to craft effective Digital Strategies customized to the unique requirements of world-class companies worldwide. Call us today!

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Customer-Centric Business Strategies

