

What the experts say:

“61% of reference Seibel customers report negative ROI on software deployments.” – *Nucleus Research, Sep 2002*

“One of the biggest reasons for CRM project implosion has been failure to meet the needs of the customers

The customer-centric approach extends beyond improving business processes. ...CRM tends to be most successful when you think of the customer and fix something that affects them.” – *“Practical CRM for the Uninitiated”, Erika Morphy, www.CRMDaily.com, Jan 15, 2003*

“THE BEST RESPONSE TO TURBULENCE is to simplify the problems as much as possible. For example, achieving companywide alignment around the single goal of building customer loyalty can work wonders on the bottom line— even in declining or no-growth markets.”
– *Harvard Management Update, Loren Gary, January 2003*

“What separates most winners from losers isn't the technology they use, but the business model that technology serves.” – *“Business models, not technology, will fuel recovery”, Pierre Loewe, Director of Strategos, Silicon Valley/San Jose Business Journal - Oct 21, 2002*

“Segments that generate growth often require innovations that are fundamentally different than segments that generate profit.”
– *Scratching the Niche, Michael Schrage, MIT Technology Review, Oct, 2002*

What PointeFocus is doing:

The PointeFocus methodology will show you how to create a customer lifecycle map – based on the customer's point of view. Our methodology will also lead you to create a customer touch point and communications map. These maps are essential to creating a model – a model that can be verified, measured, tested and tweaked as needed.

This model provides the means to see the big picture as well as the detailed processes – from the customer's viewpoint.

The model provides the means to understand and measure the inter-relationships between processes – from the customer's viewpoint.

The model also facilitates discussion and understanding for how the organization affects the customer and how the organization may be reorganized and reenergized – from the customer's point of view.

The near future:

PointeFocus is also in the process of developing software to ease the creation, measurement, analysis, reporting and communication of your strategy and model.

Why is all of this important?

- The ability to actually measure strategy
- Drive customer view point and understanding
- Facilitate organizational learning, both conceptual and operational
- Communicate impact across the organization
- Unlocks potential new services and products for share of customer wallet
- Drives long-term strategy and strategy measurement
- Encourages long-term innovation

For more information:

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