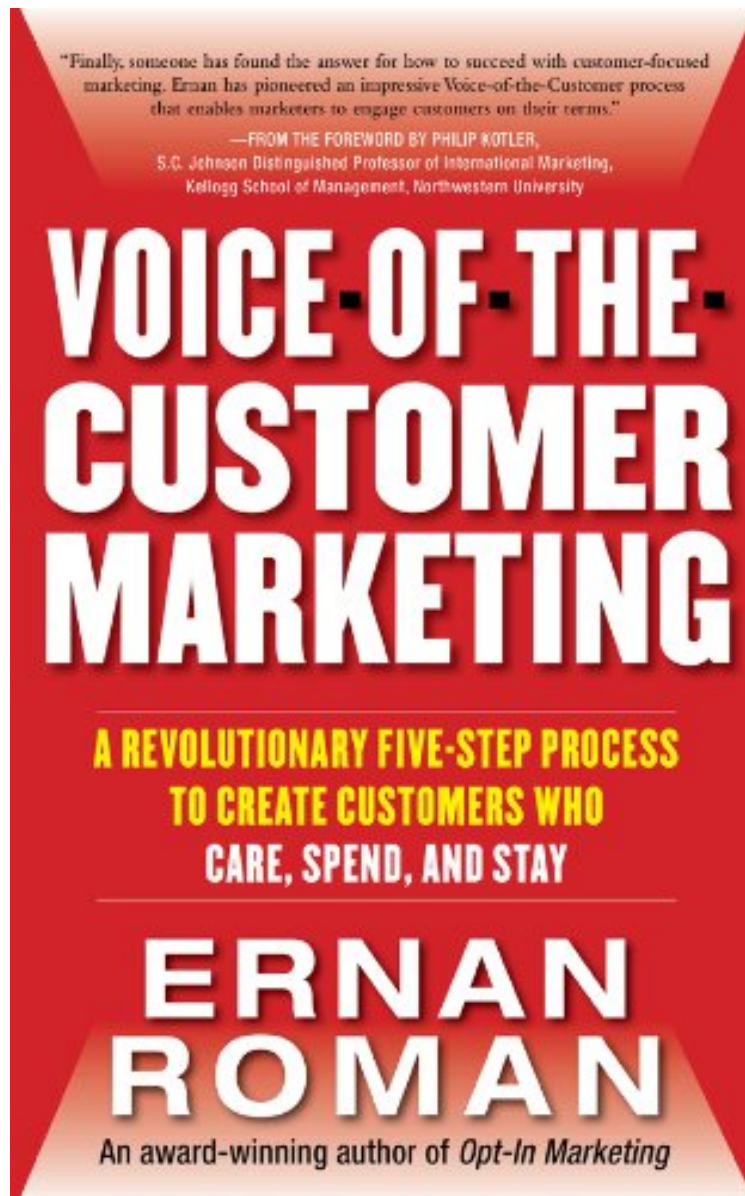



(Download pdf) Voice-of-the-Customer Marketing: A Revolutionary 5-Step Process to Create Customers Who Care, Spend, and Stay

Voice-of-the-Customer Marketing: A Revolutionary 5-Step Process to Create Customers Who Care, Spend, and Stay

Ernan Roman

*audiobook / *ebooks / Download PDF / ePub / DOC*



 Download

 Read Online

#583471 in eBooks 2010-10-22 2010-10-22 File Name: B0049SOOOW | File size: 52.Mb

Ernan Roman : Voice-of-the-Customer Marketing: A Revolutionary 5-Step Process to Create Customers Who Care, Spend, and Stay before purchasing it in order to gage whether or not it would be worth my time, and all praised Voice-of-the-Customer Marketing: A Revolutionary 5-Step Process to Create Customers Who Care, Spend, and Stay:

1 of 1 people found the following review helpful. Practical Advice for Engaging with Your Customers By Jay Lesandrini So many marketing books are long on theory and short on practice. This book is long on both. Not only does Ernan tell you why should pay attention to your customers, he shows you how to do it. I was fortunate enough to spend two days in a seminar with Ernan, and this book really drives home the process for customer engagement. One caveat, though, is that unless you have a background in market research, you will still probably need to hire someone to help you with your customer interviews. That being said, this book will help you manage that process, and also help you figure out what to do once you've garnered that important feedback. 0 of 0 people found the following review helpful. Voice-of-the-Customer Marketing: A Revolutionary 5-Step Process By Tom Good explanations - Voice-of-the-Customer Marketing: A Revolutionary 5-Step Process 0 of 0 people found the following review helpful. Five Stars By Jon Very eye opening with useful information.

Learn how you can use the revolutionary five-step marketing process that helped Microsoft, NBC Universal, and IBM achieve double-digit increases in sales. "When HP uses the Voice of the Customer methodology, our marketing campaign results improve dramatically: response rates improve 3X to 10x, sales increase 2x or more, and we can spend far less to get great results. When we don't use VOC, our results can suffer greatly." -Garry Dawson, Hewlett-Packard, Americas Advertising and Direct Marketing Manager "Ernan is a leading expert in creating disciplined 'Voice of Customer' driven marketing processes. If you want to move from just talking about VOC to being a leader in implementing it, you must read this book." -Fred Neil, Global Head of CRM, Dell "The clearest and best book yet published on the subject of Voice of the Customer marketing principles. In this hands-on tutorial, Ernan takes you through the steps that can transform your business, putting your customers at the center of defining what is relevant and what will drive deeper engagement." -Bernd Schmitt, Professor, Columbia Business School, Author of Customer Experience Management and Big Think Strategy In Voice of the Customer Marketing, Ernan Roman, the award-winning marketing guru who created the IDM (Integrated Direct Marketing) and Opt-in marketing methodologies shows you a proven, step-by-step process for understanding the expectations of your customers and prospects for more effective relationships and deeper levels of value. He then demonstrates how to use these insights to develop high impact, high return relationship marketing strategies and action plans which generate consistent double-digit increases in response and sales. The book's numerous case studies demonstrate the most effective uses of Voice of the Customer marketing in action, and the most frequent mistakes marketers make-trying to "manage" customers rather than continually engaging them. This book is essential reading for all marketers, whether in Fortune or Growth sized companies, who want dramatic increases in sales and marketing effectiveness.

From the Author I wrote this book to help marketers treat customers the way we, as consumers, want to be treated, and at the same time, achieve double-digit increases in response and revenue. You can only truly engage customers and prospects if you understand their "Voice of Customer" insights. These insights will tell you how your company can meet their expectations for relevance, relationship, competitive differentiation and on-going value-added communications and offers. The 5-Step Voice of the Customer, (VOC), methodology is designed to help marketers in all size companies, from Fortune, to Growth and Start-ups. The process has been battle-tested for over 30 years in the marketing trenches, helping clients such as Microsoft, NBC Universal, IBM, HMS National, and Life Line Screening achieve consistent double-digit increases in response and revenue. I hope you will test the 5-Step VOC process and see for yourself how you can "do right" by customers and prospects and achieve significant increases in response, relevance and revenue. About the Author About the Author Ernan Roman is President of the marketing consultancy, Ernan Roman Direct Marketing, (ERDM). He is one of the leading authorities in Voice of Customer driven Relationship Marketing. Ernan is recognized as the industry pioneer who created three important methodologies: Integrated Direct Marketing, Opt-In Marketing, and Voice of Customer Relationship Research. He was named to "B to B's Whos Who" as one of the "100 most influential people" in Business Marketing by "B to B Magazine". ERDM provides marketing consulting services for innovative Fortune and Growth companies such as Microsoft, NBC Universal, Walt Disney, Reliant Energy, Hewlett-Packard, IBM, MSC Industrial Direct, and Songza Media, Inc. He is also the co-author of "Opt-In Marketing: Increase Sales Exponentially with Consensual Marketing" and author of "Integrated Direct Marketing: The Cutting Edge Strategy for Synchronizing Advertising, Direct Mail, Telemarketing and Field Sales".