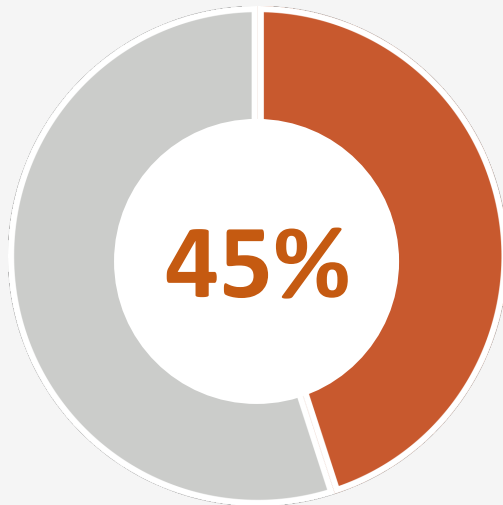


# MARKET INTELLIGENCE BRIEFING

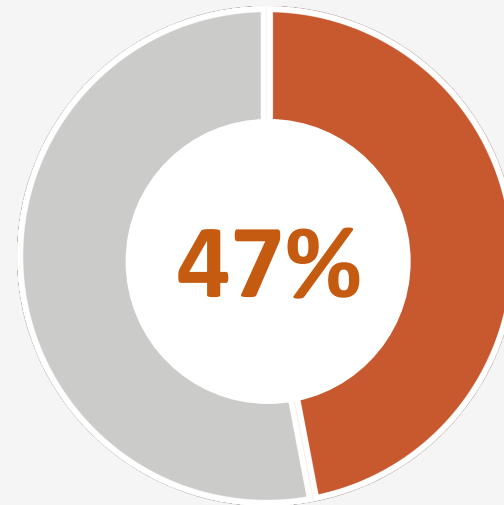
**ARGYLE EXECUTIVE FORUM, IN PARTNERSHIP WITH HURON CONSULTING GROUP, SURVEYED 45 SENIOR CUSTOMER EXPERIENCE AND MARKETING EXECUTIVES TO UNDERSTAND KEY CUSTOMER EXPERIENCE MANAGEMENT (CXM) TRENDS THEY ARE SEEING.** The survey also explored best practices across five areas of customer lifecycle management, and tested which CXM touchpoints are increasing in importance.

---

FEWER THAN HALF OF SURVEY RESPONDENTS BELIEVE THEY ARE DERIVING FULL VALUE FROM THEIR CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SOLUTION. A SIMILAR MINORITY THINKS THEIR CXM PROCESSES ARE OPTIMIZED TO DELIVER MAXIMUM ROI.



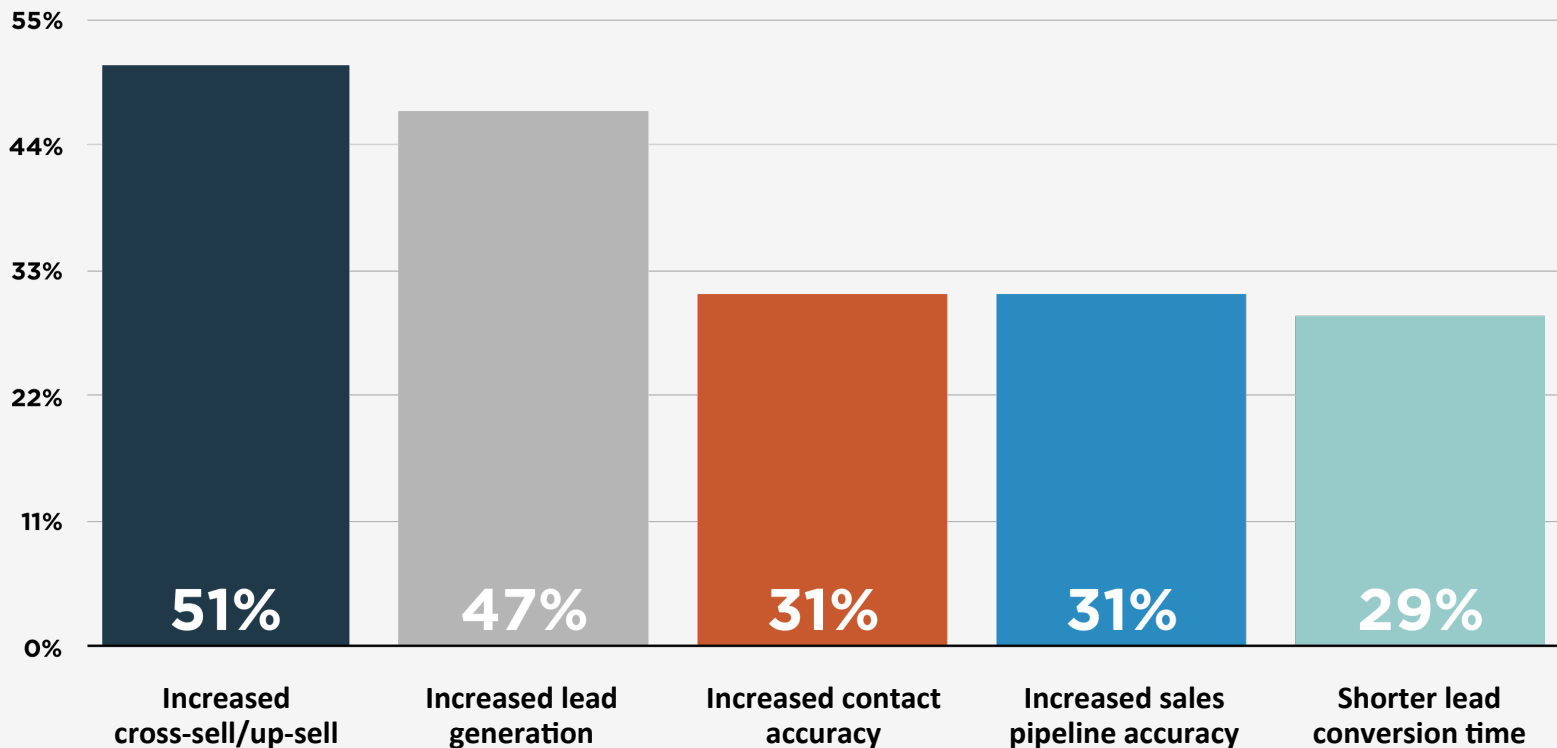
MY ORGANIZATION IS DERIVING  
THE FULLEST POSSIBLE VALUE  
FROM OUR CRM SOLUTION



MY ORGANIZATION'S CXM PROCESSES HAVE  
BEEN OPTIMIZED AND HARMONIZED TO  
DELIVER MAXIMUM ROI ON OUR CRM  
INVESTMENT

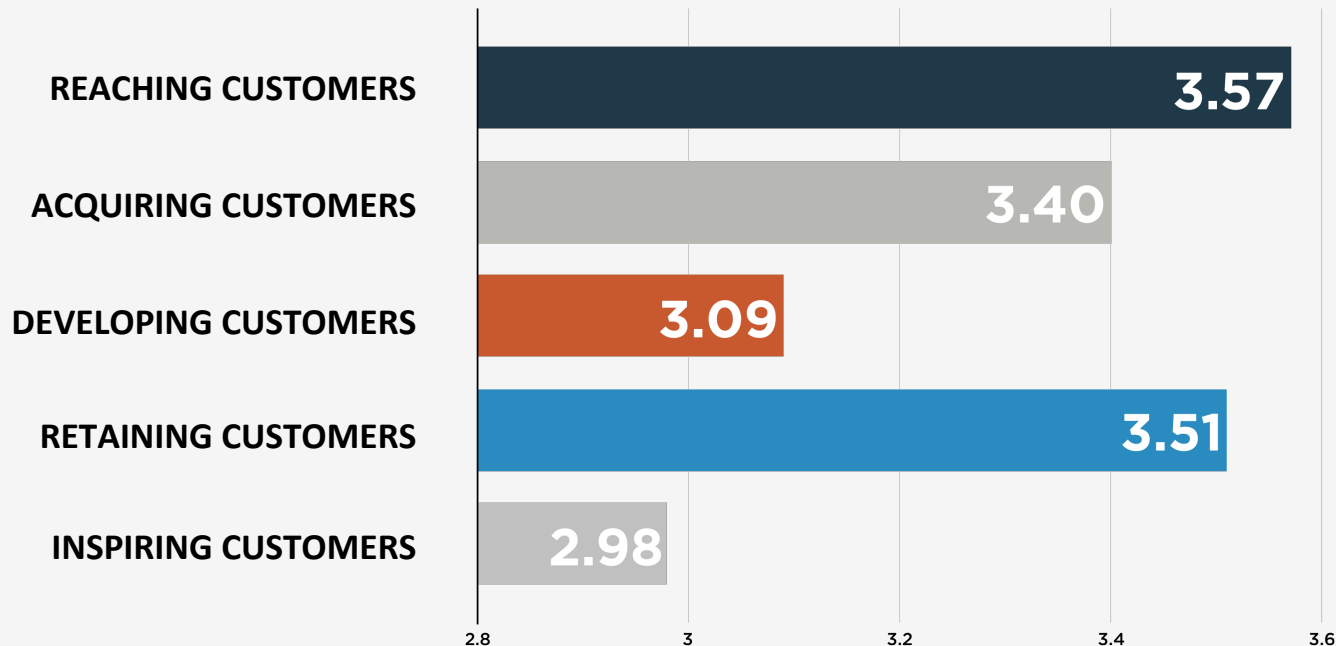
INCREASING CROSS-SELL/UP-SELL AND LEAD GENERATION ARE SEEN AS  
THE MOST VALUABLE MEASUREMENTS OF CRM EFFECTIVENESS.

Which common measurements of CRM effectiveness are most valuable to your organization?



SURVEY RESPONDENTS FEEL THAT THEY ARE DOING AN OKAY JOB OF REACHING AND RETAINING CUSTOMERS, BUT REQUIRE IMPROVEMENT IN THE WAY THEY DEVELOP AND INSPIRE CUSTOMERS.

How well is your organization doing on each of the five core areas of customer lifecycle management listed below (on a scale of 1 to 5, where 1 = Poor and 5 = Outstanding)?



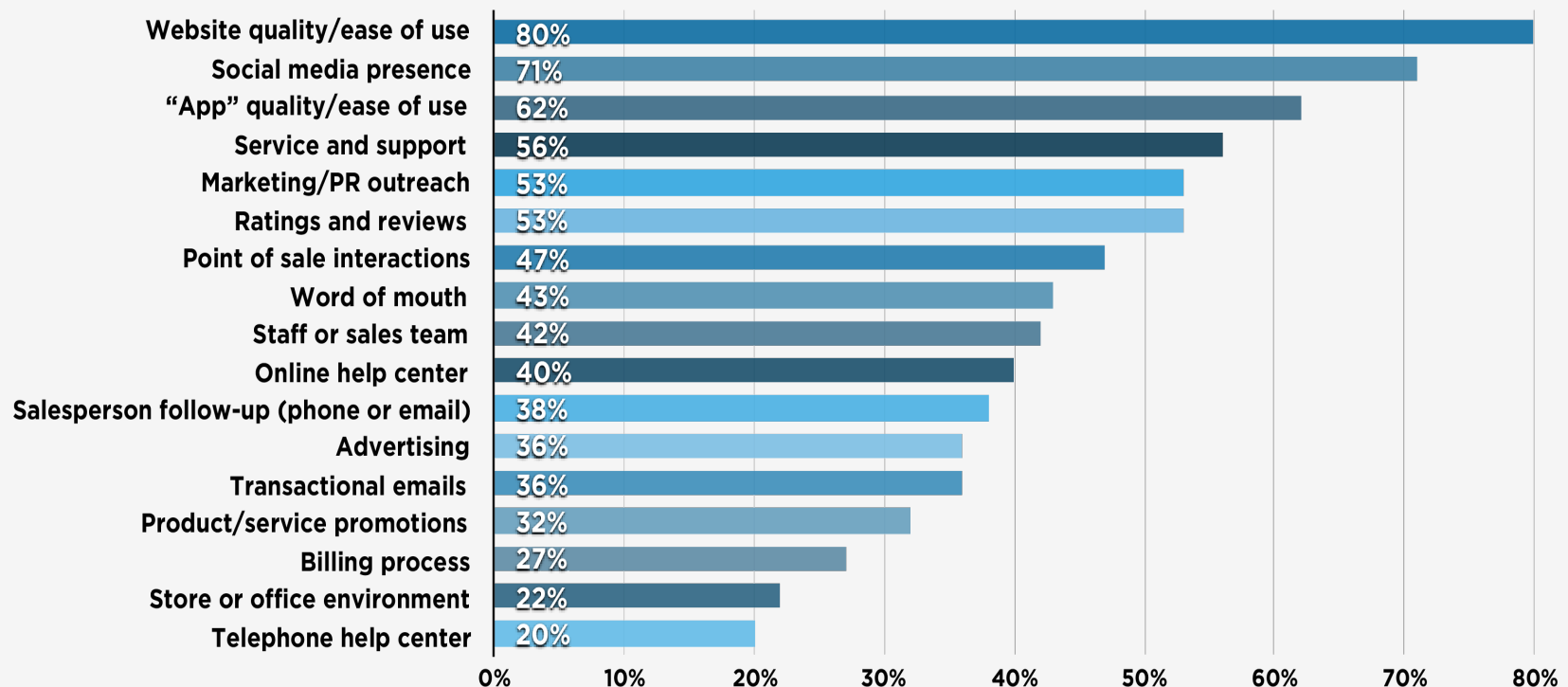
RESPONDENTS IDENTIFIED THE SPECIFIC CXM PROCESSES THEY SEE AS NEEDING IMPROVEMENT ACROSS FIVE CORE AREAS OF CUSTOMER LIFECYCLE MANAGEMENT.

Which processes require the most improvement in your organization?

<i>Reaching a Customer</i>	<i>Acquiring a Customer</i>	<i>Developing a Customer</i>	<i>Retaining a Customer</i>	<i>Inspiring a Customer</i>
1. Contact Management 2. Predictive Modeling 3. Segmentation Management	1. Sales Effectiveness Management 2. Lead Management 3. Opportunity Management	1. Contact Management 2. Field Service Management 3. Service Delivery Management	1. Communication Integration 2. Contact Management 3. Service Knowledge-Base Management	1. Loyalty Program Management 2. Cross-Sell Awareness 3. Up-Sell Management

WEB, SOCIAL MEDIA, MOBILE APPS, SERVICE/SUPPORT, MARKETING/PR, AND RATINGS/REVIEWS ARE THE CXM TOUCHPOINTS SEEN AS BECOMING MORE IMPORTANT BY A MAJORITY OF SURVEY RESPONDENTS.

Which CXM touchpoints are becoming more important in your organization's sales lifecycle?



## ABOUT HURON CONSULTING GROUP

Huron is a global consultancy that helps our clients drive growth, enhance performance and sustain leadership in the markets they serve. We partner with them to develop strategies and implement solutions that enable the transformative change our clients need to own their future. Learn more at [www.huronconsultinggroup.com](http://www.huronconsultinggroup.com).

---

## ABOUT ARGYLE EXECUTIVE FORUM

Argyle Executive Forum brings business information and thought leadership to leading professionals from Fortune 1000 companies in North America, Europe, Asia and Australia. Argyle serves a curated membership community of over 2 million business leaders in finance, marketing, data analytics, technology, strategy, customer engagement, human capital, legal, supply chain and security. Clients use our engagement events, marketing services and content solutions to communicate their brand and spotlight their product innovations to our members. Along with our CFO Publishing and Innovation Enterprise divisions, we reach both highly targeted senior executives and broad industry groups.