

BCM.

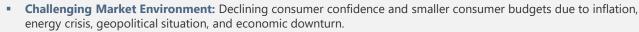
BCM. BEST CUSTOMER MANAGEMENT.

Customer Management in Times of Crisis: Opportunities to Strengthen Customer Loyalty



How to achieve good Customer Management in economically challenging times?





- Lower Revenues: Decreasing sales of products and services amidst still intense competitive environment.
- Tighter Budgets: Corporate budgets are being cut or reallocated.



- Despite all challenges, customer management remains a differentiating factor and is essential for customer retention, customer loyalty, and economic success.
- Identification of quick wins and levers in customer management that can be implemented with minimal effort.
- Cost savings through more efficient execution of customer-related processes (e.g., service inquiries).
- Better allocation and redistribution of scarce resources through focus and differentiation help to ensure good customer management even with declining budgets.



Maturity Assessment CXM

- Holistic analysis of customer management in a maturity level workshop
- Derivation of prioritized action recommendations & Ouick-Wins

Process Optimization

- Quick-Check of customer-related processes and pain points
- Optimization through increased automation & digitalization

Customer Value-Based Performance Differentiation

- Determination of customer value
- Performance differentiation and reallocation of budgets to valuable customers, solid basic services for all customers

The BCM. solution approaches help you to actively shape your customer management even in economically difficult times



Maturity Assessment CXM

- Holistic analysis of customer management in a collaborative one-day workshop.
- Inventory analysis and goal determination of your customer management.
- Joint identification of pain points and quick wins that can be implemented in the short term and provide a high benefit contribution.
- Derivation of actions and a prioritized implementation roadmap, so that investments are prioritized and carried out in a consistent order.



BCM. Customer Management in Times of Crisis



Process Optimization

- Quick-Check of customer-related processes and pain points, e.g., based on existing documentation, expert interviews, evaluation of customer feedback, process cycle times, etc.
- Documentation of results using process profiles.
- Identification of optimization potentials (e.g., manual process steps, repetitive activities, media breaks, lack of data quality).
- Implementation of process optimizations through increased automation & digitization and implementation support

- Analysis of customer value (depending on available data and circumstances, e.g., revenue or contribution margin-related).
- Creation of operationally usable customer value segments.
- Design of customer value-based performance differentiation by focusing on the key customer segments while maintaining a solid base level of services for all customers.
- Implementation and support for the execution of customer valuebased performance differentiation.



YOUR CONTACT PERSONS

If you have any questions, please do not hesitate to contact us.



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