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**2M Group** group

**BCM.**

Best Customer Management.

# 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?



## Pain Points

- **Challenging Market Environment:** Declining consumer confidence and smaller consumer budgets due to inflation, energy crisis, geopolitical situation, and economic downturn.
- **Lower Revenues:** Decreasing sales of products and services amidst still intense competitive environment.
- **Tighter Budgets:** Corporate budgets are being cut or reallocated.



## Mitigation Approaches

- 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.



## BCM. Solution Approach

### Maturity Assessment CXM

- Holistic analysis of customer management in a maturity level workshop
- Derivation of prioritized action recommendations & Quick-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 value-based performance differentiation**.

**Customer Value-Based Performance Differentiation**

# YOUR CONTACT PERSONS

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



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