

Our Mission

Enhancing the Knowledge & Practice of Customer Relationship Management and Digital Marketing

Our Strategy

Develop comprehensive solutions for global & local customer relationship
 Involve internationally recognized digital marketing and CRM experts
 Undertake relevant research and learning forums for best practices
 Partner with leading organizations

The Outcome

Value Creation through enhanced Efficiency & Effectiveness leading to improved Productivity



Customer Experience and Digital Marketing.

As a global knowledge organization, we provide a spectrum of services in Customer Relationship Management and Digital Marketing. Driven by the mission to enhance the knowledge and practice of CRM, we conduct many industry-academic best practice initiatives and leverage our knowledge in research, consulting, education, training and Technology to improve organizational and individual productivity.

CRM competencies

1. Best practice studies
2. Customer research, analytics and insight development
3. Strategic marketing and communication planning
4. Loyalty & CRM program design & implementation Brand roadmaps
5. CRM program and system audits
6. Key/ Global account programs
7. Distributor partnering
8. International market research and demand assessment

Digital Marketing competencies



Delivered industry solutions.

Helped a **global beverage company** create innovative strategies and implementation plans for global customers.

Redesigned a loyalty program for a **retail department store chain** with an expected doubling of sales in 18 months and no capital expenditure.

Developed a global management account strategy and analytic framework for a fortune 10 customer of leading **paper products company**.

Crafted a CRM strategy, build a marketing resource center and developed strategies and programs for a leading global **office equipment manufacturer**.

Helped an international **pneumatics manufacturer** create a customer focused organization resulting in over 50% revenue improvement in first 6 months.

Assisted a Fortune 100 ranked **insurance company** redesign its marketing processes for effective customer partnering.