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CRM in a Crisis –
Getting ready for the future

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Do I need a CRM strategy?



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Yes because what is important right now is the R in CRM. Relationships..

Re-vision your strategy to become audience focussed. There is no 'normal'.
The recovery may be slow, and you will need to strategise for that.

Important questions to ask yourself:

- How are you listening to your audiences
- What are you hearing
- How will you connect meaningfully
- And how will you get feedback to make sure you hear what audiences are saying?

Effective planning is about adaptability.

Make it a whole organisation strategy



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- Define what good CRM looks like across the whole organisation and what core CRM objectives are
- Success very much depends on buy-in from top leadership to teams at every level.
- Make it whole organisation – not marketing led.
- Breakdown departmental 'silos' into a common set of goals.
- Dissect & rebuild current strategies, business processes and audience engagement plans

Focus on:

- Knowing who your audiences are, building relationships – getting the messaging just right
- Building customer confidence
- Crafting the customer experience now and as you re-open
- Being on-brand and brand consistent

What tools do I need?



You'll have a chance if you make sure the strategy affects:

Data/analytics – deep diving into data not big data.

Communications – internal and external

Customer experience/ Customer Journey planning

Content and Channel strategies

Segmentation

Key Performance Indicators and insight planning

Tech deployment and development

Business systems and process

Be audience focussed

- Organisation ready for audience-centric approach
- CRM team
- Set KPI's
- Celebrate excellence

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Be truly audience focussed

[86% of customers](#) are willing to pay more for a better customer experience?

Customer centric companies are 60% more profitable than those that aren't?

1 in 3 customers will leave a brand they love after just one negative experience?

Practical Things that will move you in the right direction:

1. having a **CRM team**
2. Make sure **everyone who will have involvement in interactions with your audiences** knows and understands the plan.
3. Set KPIs by putting in place **clear measures** for success and excellence.

Useful model: Morris, Hargreaves, McIntyre's 7 Pillars of Engagement

Use the CRM tech...



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- Use the time you have right now to get 'data' / systems in order.
- Make sure you know the capability of your CRM system and whether it can do the things you want.
- Take advantage of new tools being added right now by suppliers
- If you need training invest in some 'online' top up training

Database of truth that is central information point

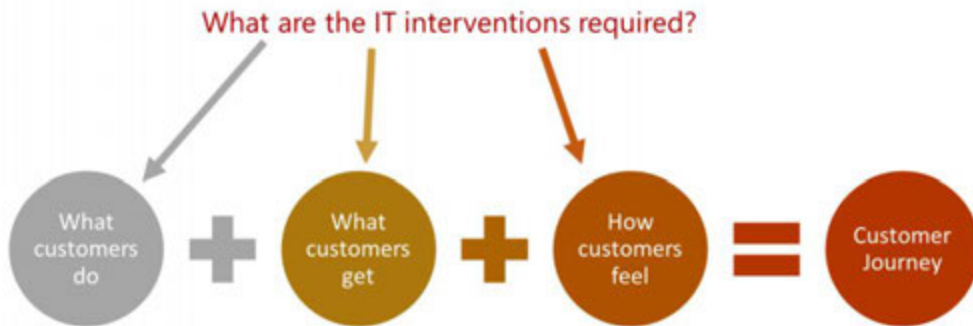
Gives 360 degree view of your audience

To (re)generate income from all areas

Use it to develop relationships

Optimise data mining to create relevant connections

Map audience journeys



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- Re-look at how audiences interact with your organisation across multiple touch-points
- By what method - telephone, digital, in-venue, mail, broadcast media, face-to-face etc
- What will be different and how will that work
- Where does the tech fit in to help with that journey (and the comms that go with it) and what do you need to help you deliver it?
- Do you have what you need already or will you have to add or change something?

Segment the audience...

- Better targeting
- Better comms
- Better relationships
- More income
- Build Brand equity

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- The CRM or ticketing system gives us access to detailed information on the behavioural patterns of ticket purchasers
- On it's own though this simply describes past behaviour and doesn't influence the all important future potential behaviour.
- Important to understand what drives and motivates your audience if you are to influence them and succeed in meeting their needs.

Options:

Morris Hargreaves McIntyre Culture Segments
www.mhminsight.com/culture-segments

Audience Agency Audience Spectrum
<https://www.theaudienceagency.org/audience-spectrum>

Baker Richards Segmentation Engine (at present to use this organisations would need to be Tessitura clients)
<https://www.baker-richards.com/insights/tag/segmentation-engine/>

NB HD Consulting works on behalf of Morris Hargreaves McIntyre as a Culture Segments Tag tool Partner and with Baker Richards as a Segmentation Engine Partner.

Communicate the plan



Communicate the plan – both an internal and an external communications plan

What does success look like?

- ✓ Understand the relevance of 'cultural' attendance
- ✓ Make CRM about building relationships/audience focus
- ✓ Use the tech to give a 360° view / insight
- ✓ Make CRM affect the whole organisation
- ✓ Leverage the data in business decision-making
- ✓ Do over communicate – be personal
- ✓ Don't take the experience economy for granted

Thank you!

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