

# Powering Performance with Customer Intelligence

Are you ready to make Customer Intelligence your performance advantage to outpace the competition?

**Frequently Asked Questions** (FAQs)

# PNT Marketing Services Frequently Asked Questions (FAQs)

# **Q:** What does PNT do?

# A: PNT Marketing Services (PNT) helps its clients acquire, grow and keep profitable

**customer relationships.** Proven Customer Intelligence Solutions, enhanced by our consultative, problem-solving approach, empower our clients to cut through the haze of information overload, find clarity and take action to increase profit through energized customer engagement.

We don't literally transform data into dollars... but when you work with us, that's what it feels like. Because the actionable insights we uncover within your existing customer data allow you to make the right offers to the right customers at the right time - building deeper, more profitable relationships.

For more than two decades, PNT has powered marketing results for every kind of organization, from global institutions to mid-market companies to boutique firms. "Over 70% of marketers feel unprepared to deal with the tremendous explosion of business data."

– 2011 IBM Chief Marketing Officers Study

Our clients' success is our greatest accomplishment.

"Business analytics deliver a significant ROI, with an average of \$10.66 in benefits for every \$1 spent."

– Nucleus Research

**Q:** How does PNT's approach help its clients acquire, grow and keep profitable customer relationships?

# A: PNT puts two powerful assets to work for clients: our tools and our experience.

We offer solutions to transform customer data into actionable insights and expert advice to support profitable customer-centric marketing strategies.

Our clients know they need to interact with customers nimbly and personally. We show them how to systematically manage, transform, understand and take action on their customer data, quickly and efficiently– without disrupting day-to-day business processes.

**PNT's strategies and tools have been informed by deep expertise.** For more than twenty years, we've helped clients outpace the competition. Whether you need a oneoff campaign or a multi-channel program, our integrated, modular solutions will deliver bottom-line results as no off-the-shelf package can:

- ➤ CUSTOMER INTELLIGENCE SOLUTIONS: revenue-producing insights derived from a holistic, integrated approach to Customer Intelligence. It's easy to get started with PNT's Customer Intelligence Assessment<sup>TM.</sup>
- ➤ MARKETING INSIGHT SOLUTIONS: actionable information to optimize marketing ROI. PNT's analyses yield winning strategies grounded in Customer Intelligence insights, including: Customer Dynamics<sup>™</sup> (acquisition, cross-sell and retention analytics), Segmentation, Channel Mix & Optimization, Profitability & Pricing Insights<sup>™</sup>.
- > MARKETING ACTION SOLUTIONS: expert advice and Customer Intelligencedriven tools to achieve marketing results easily and efficiently. End to end support, including: List & Data Management, Offer Qualification & Fulfillment with our Customer Acquisition & Retention Engine (CARE) Solution<sup>™</sup>, Offer & Campaign Analytics and Tracking & Reporting.

We invite you to read our Client Success Stories or request more detailed information at <u>www.pntmarketingservices.com</u>.

#### **3** Q: What differentiates PNT from its competitors?

# A. PNT's consultative partnership approach, our track record of optimizing customer engagement to boost marketing results and ability to meet your operational challenges are our greatest differentiators.

Industry research doesn't lie: the majority of database marketing software projects fail. A vendor specializing in package installations may not provide sufficient support, an off-the-shelf solution may not fit real business opportunities, implementation delays may burn unforseen resources and time; the list of reasons goes on and on.

It all comes down to a lack of partnership, a lack of true alignment on how success will be defined and how results will be measured.

#### > DIFFERENTIATOR ONE: We Provide a Partnership (Not a Package)

The greatest advantage PNT offers our clients is a consultative, collaborative partnership. We don't just install software and wish you luck as we walk away. From our very first conversation, our priority as your business partner will be understanding your business needs and unlocking actionable insights in your customer data.

# Companies are losing customers at a staggering rate...

- > Each year the average company loses 10-15% of its customer base -Bain & Company
- It costs between 5 and 10 times more to attract a new customer than to keep an existing one -The Council on Financial Competition
- \* "Executives are finding that the winning differentiator is no longer product or price, but the level of customer engagement relative to the competition." -Rama Ramaswami, Senior Editor, Economist Intelligence Unit

Survey: CRM Marketing Automation Adopters



### Don't Buy the Package, Buy the Results

The fastest growing CRM segment of the last five years, marketing automation technology, is expected to increase by 50 percent by 2015. Yet 44 percent of adopters surveyed say they have not realized the full value of their marketing automation investment – and less than 30 percent use their platforms to full potential. Only 28 percent of the respondents who use both CRM and Marketing Automation said the two integrated well.

We will recommend value-added solutions, help you address targeted opportunities and design and execute customer-centric relationship marketing programs - but only after we've fully assessed your data resources and your business opportunities.

We take our clients' business objectives as our own, design solutions to meet them, and stay with clients through the nitty-gritty of operational execution. Or, as we like to say, "Don't buy the package, buy the results."

#### > DIFFERENTIATOR TWO: Large Enough to Get it Done, Small Enough to Care

Although we support the world's largest global organizations, we're small enough to know our clients *personally*. PNT's experience and scalable resources help you acquire, grow and keep engaged customer relationships - whether you work for a boutique firm, mid-market company or multi-national. But we're not too big to be personally responsive.

As you can imagine, earning customer loyalty demands constant attention, engagement and flexibility. PNT is the one solutions provider flexible and nimble enough to see you through that ongoing process. It's not enough to have great tools. If you're serious about winning, you need an expert in your corner - one who really knows you and your customers.

#### > DIFFERENTIATOR THREE: We Relieve the Operational Headaches

Only PNT offers end-to-end offer management capabilities. From targeting to selection through fulfillment, auditing, tracking and reporting, we'll handle the operational complexities of offer management, integrating seamlessly with your in-house systems. We take away operational headaches, freeing you to focus on higher-value activities for the benefit of your customers.

# **Customer Intelligence Accelerates Marketing Results**

THE CHALLENGE: A global bank sought to grow its small business portfolio

**OUR SOLUTION:** Program design advice and execution using our solutions for data-driven direct marketing through the clients' retail branch network

THE RESULT: Target market share grew 50 percent, from 16 to 24 percent

PNT has been distinguished for four years as a member of the Inc. 5000, the fastest growing privately held companies in America.

### Q: What do you mean when you say "Customer Intelligence?"

## A. More than customer information or data analysis, Customer Intelligence is an active discipline - and a powerful business advantage.

It's a process of transforming everything you know about your customers into actionable insights, then using those insights to forge better, more profitable customer relationships.

Marketers need to squeeze the most return out of every marketing dollar spent. Invest in results. With true Customer Intelligence.

#### Your customers expect you to act like you're really listening to them. Powered by Customer Intelligence, you will. We'll partner closely with you to:

- Understand your business needs and the competitive landscape
- Assess your existing data resources and relationship marketing capabilities
- Discover actionable insights within your customer data
- Channel insights into action, implementing customer-centric strategies based on fact-based acquisition / retention opportunities
- Measure results to adapt, refresh and refine for continuous improvement

# FAQs about PNT and Your Company 🤿

Q: Our company's made a significant investment in data warehousing, CRM, and/or CIS without seeing meaningful results! What do we do now?

**A. Your investment in truly understanding your customers is a powerful foundation for growth.** Now you need to focus on integrating your technology solutions with your business objectives to realize the full potential of your investment. As your partner, PNT will leverage your existing technology to accelerate results and maximize ROI.

PNT will work with you to understand your business, and design the business process that achieves your objectives. Once we've assessed your current state, we'll make prioritized recommendations for improving your marketing programs and making your investments pay off.

And, when PNT plans client projects, we build ROI measurement in right at the beginning, eliminating guesswork and doubt.

# 6 Q: What solutions can PNT provide to move my company from product-based to customer-based marketing strategies?

# A. PNT can help you evolve from a focus on the product- which is all about features, prices, and options - to focus on a deep understanding of your customers' needs, wants and behaviors.

We'll ensure you develop that deep understanding and that your marketing outreach is insight-based, personal and interactive. This is what your customers expect - and demand.

#### Here's a little more detail on the solutions that can help:



**CUSTOMER INTELLIGENCE SOLUTIONS:** with a 360 degree view of your customer across channels, products, transactions and behaviors, you'll discover revenue-producing insights



MARKETING INSIGHT SOLUTIONS: when you understand what your customers' behavior really tells you, you can act; we have the tools to help, including: Customer Dynamics<sup>™</sup> (acquisition, cross-sell and retention analytics), Segmentation, Channel Mix & Optimization, Profitability & Pricing Insights<sup>™</sup>



MARKETING ACTION SOLUTIONS: execute incentive progams based on these insights -- easily and efficiently: List & Data Management, Offer Qualification & Fulfillment, Customer Acquisition & Retention Engine (CARE) Solution<sup>™</sup>

# Q: Why do I need PNT when I have an internal marketing team?

# A. It's all about efficiency - with PNT's powerful, integrated marketing solutions and proactive advice and support, your talent will focus on your customers, not your marketing operations.

Most companies we work with have no shortage of creative ideas for engagement. The time-wasting pain is on the back end: managing lists, for example, or integrating multiple sources of information or tracking customer behaviors over a period of time.

Partnership with PNT frees your marketing team to be more responsive, more creative and more effective. We "liberate" clients by managing their operational complexities so they increase their marketing tempo, deftly engage customers across multiple programs where they used to struggle to handle one, speed customer offerings to market in days instead of weeks and profoundly improve the ease and value of their auditing and reporting.

# 8 Q: We have a relationship with a marketing/advertising agency what can PNT add to that?

#### A. PNT can super-charge the effectiveness of your local agency's

**efforts.** We have broad experience partnering seamlessly with marketing/advertising agencies to help clients maximize marketing ROI and increase the pace and effectiveness of their customer engagement programs.

We let your local experts do what they do best. With our broad technical expertise, deep database marketing knowledge and powerful analytical tools, we focus on automating end-to-end marketing operations, managing and integrating the operational complexities: database analytics, offers, closing, response tracking, fulfillment and customer crediting, auditing and reporting.

And here's another advantage: PNT's Customer Intelligence solutions do not require a large IT investment or extensive systems integration. We often "sit on top of" other technologies, partnering with agencies to provide data analysis and operational support.

MARKETING PARTNERSHIP: Core Strengths Comparison		
Marketing Activities	Marketing Agency / Internal Marketing Team	PNT Marketing Services
Creative Development	✓	
Strategic Targeting	✓	
Outbound Customer Communications	<b>&gt;</b>	
Mail House Management	<b>~</b>	
Customer Intelligence Assessment™		✓
Database Build and/or Enhancement		<b>~</b>
Database Analytics: > Segmentation > Acquisition & Cross-sell > Retention & Attrition > Channel Mix Optimization > Profitability & Pricing		~
Tactical targeting		<b>~</b>
End to End Campaign Execution: > List & Data Management > Offer Qualification & Fulfillment > Sales & Customer Service Support > Offer & Campaign Analytics > Tracking & Reporting		<b>~</b>

## 9 Q: Our company does not have a Marketing Customer Information File (MCIF) or centralized Customer Database. Can PNT help us improve our customer relationships?

A: You don't need an MCIF or Customer Database to maximize your marketing results. As we said, PNT helps companies leverage customer data to acquire, grow and keep profitable customer relationships. So, even though offer management is one of PNT's core strengths, we never compel clients to adopt a "one size fits all" approach to solution-building.

Instead, we'll consult with you to find the simplest, most efficient way to discover actionable insights in your customer data - wherever it is and however it is stored, managed and analyzed. From these essential insights, we can help you create a highly detailed, personalized marketing plan, focused on delivering measurable, sustainable results.

And if you need end-to-end support or new tools to help optimize marketing execution, we'll help you with that, too.

We help clients bring customer-centric marketing programs to the next level without investing in extensive systems implementation. Since PNT's solutions are both customercentric and platform-agnostic, we're able to step in with "thin" solutions. For example, we can help you gather data on customer attributes and transactions and qualify customers by monitoring their behavior, efficiently and unobtrusively.

## • Q: Our company is undertaking a business acquisition. How can PNT add value now, prior to its completion?

# A: Change can be chaotic, and we feel your pain. But change brings exciting opportunities. Don't miss your chance to seize them.

We've seen businesses make the mistake of waiting until after merger integration to plan customer retention and acquisition programs – after their seemingly forgotten customers have already left them for the competition. We're veterans at supporting marketing teams in optimizing their results before, during and after integration campaigns. We understand, and can help you meet two fundamental challenges:

**MARKETING DATA INTEGRATION:** Master all of your data, old and new, across systems, organizations and channels, to yield actionable insights

**CUSTOMER RETENTION:** Our insight-based retention / attrition programs help you identify and respond to risks and opportunities

We'll help you gain a powerful, integrated "one company" approach to managing your data - and prepare a prioritized action plan to optimize retention while simultaneously expanding your marketing reach. Ultimately, you will make the right offers to the right customers at the right time - based on true Customer Intelligence - winning the loyalty of your most profitable customer relationships. And remember, the time to plan is now, not after "day one" of your new organization.

CUSTOMER INTELLIGENCE ROADMAP			
I NEED	PNT PROVIDES	I GET	
Integrated, easily accessible customer data	PNT Customer Intelligence Assessment™ Customer Intelligence Database	IMPROVED MARKETING ROI	
Better results from CRM/CIS/other IT/information investments		Where is your organization on the Customer Intelligence curve?	
		Find out – and generate a prioritized plan and tools to improve marketing performance	
Actionable insights; informed marketing strategies	PNT Marketing Insight analyses, including Customer Dynamics Insights™ (Acquisition & Cross-sell, Retention & Attrition)	INCREASED BOTTOM-LINE REVENUE	
		Transform customer information into customer insights; channel insights into action	
Integrated, multi-channel program support (e.g. e-mail, direct mail, offer management)	PNT's offer and fulfillment Customer Acquisition & Retention Engine (CARE) Solution <sup>™</sup> and other easy to use program execution tools	DEEPER, MORE ENGAGED CUSTOMER RELATIONSHIPS	
		Efficiently and easily execute programs and campaigns	

# Have a question of your own?

Contact us at info@pntmarketingservices.com or learn more at www.pntmarketingservices.com

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