
CUSTOMER ENGAGEMENT PROGRAMS

Customer Engagement Program Components

Hanley Wood can provide the insights and resources to improve your current customer engagement efforts or launch a new program.

We will work with you to create an environment where both existing and prospective customers can't imagine doing business with anyone else.

Tactical components

- **Online Customer Preference Surveys**
- **Value Proposition/Message Map Executive Brief**
- **Asset Profile Service**
- **Battle Card (“what to say, what to sell”)**
- **On-demand Internal Training Webinars**
- **Local Aggregation Event Programming**

Strategic components

- **Consumer Segmentation/Customer Profile Studies**
- **Physical Focus Groups**
- **Channel Management Programs**
- **User Forum with 3rd Party Content**
- **Partner Ecosystems Websites with Content Management System**

Tactical Customer Engagement Program Components

Online Customer Preference Surveys:

- Do you know what the market thinks of your products? Are you curious about how construction professionals reach purchasing decisions? Answer basic marketing questions with a simple online survey of potential customers. A brief, direct survey of individuals that match a supplied customer profile yields immediate, usable intelligence that can inform and guide market strategies.

Value Proposition/Message Map Executive Brief:

- Hanley Wood to present a value proposition and subsequent message mapping for your new products, services or sales opportunities. The message map would specifically focus on the marketer's objectives and target audience. This will be created based on the voice-of-the-customer ("VOC") input from the marketer and, if available, designated representatives from the target audience.

Asset Profile Service:

- Hanley Wood will evaluate marketer's content/assets to guarantee content matches the target prospect. Assets can include any offline or online collateral including education courses, content syndication (whitepapers, videos, webcasts), and custom content.

Battle Card ("what to say, what to sell"):

- Create a product or service specific fact sheet for your sales organization and channel partners describing what to say and what to sell. This essential sales enablement tool will allow your entire sales force to clearly and consistently promote your products and services to new and existing customers.

On-demand Internal Training Webinars:

- Web-based on-demand training allows your sales force and channel partners to learn when and how it is convenient. Each focused webinar will cover a topic essential to your business' success and could provide analytics on participation and completion.

Local Aggregation Event Programming:

- Hanley Wood can create a event-in-a-box for multiple gatherings coordinated with your distribution partners or design more targeted physical and virtual summits for your key customers



Strategic Customer Engagement Program Components

Consumer Segmentation/Customer Profile Studies:

- A consumer profile study will provide detailed insight into localized construction activity through the use of Metrostudy data and Nielsen Claritas PRIZM segmentation. This local market intelligence will be leveraged for strategic marketing purposes, allowing the marketer to better identify target consumers who live within geographies that rank the highest for a specific remodeling or new construction activity.

Physical Focus Groups:

- Observe for yourself what customers think of your products, brand, or category. Paired with quantitative research, focus groups help manufacturers make sense of customer behaviors, providing valuable insights that contribute to the formation of market strategies. Additional services include video recording and catering.

Channel Management Programs:

- Defining a channel management strategy for each segment allows you to be more effective within each segment, while gaining efficiency at the same time. Still, maintaining brand consistency across all channel segments is critical to your long-term success. So find a good balance between customization and brand consistency and you'll be on your way to successful channel management.

User Forum with 3rd Party Content:

- Hanley Wood will design, create and host a secure Online Forum which will allow approved users to review published market insights articles, comment on posted articles and create their own discussion topics. Hanley wood will provide licensed articles and custom content for delivery four times per month for twelve months through the Forum.

Partner Ecosystems Websites with Content Management System:

- Provide an online environment for your best channel partners and aligned customers to promote their businesses online through a framework that promotes your brand while ensuring current and consistent content. In addition you would be able to increase the effectiveness of online marketing programs through best-practice optimization and complete analytics.

