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The Center For Information Policy Leadership

Customer Relationship Management and Technology *...thinking about the balance*

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The CRM Concept Is Not New

- CRM is customer relationship management
 - Know your customer
 - 360% view
 - Right product with the right attributes at the right time
- 1950's merchants in West Philadelphia understood this concept

CRM Applies New Technologies To Traditional Applications

- Technologies
 - Data storage
 - Data organization
 - Data collection
 - Analytics
 - Communications
- Applications
 - Fulfillment
 - Customer service
 - Risk management
 - Product development
 - Sales
 - Marketing
 - Right products
 - Right price

Centralized Information Management Is Essential to CRM

- Old systems integrated the data and the application
- CRM systems store information in a central data warehouse that can feed many different applications

Practical Examples

CRM Application

- 400 data platforms become one
- Sales and returns share same data set
- Analyze purchasing behavior
- Integrate frequent traveler with complaints

Result

- Know how many customers I have
- Understand who is really profitable
- Suggest products that will interest the customer
- Don't tout on-time arrival results to a person who missed the big meeting

Technology Has Given Consumers Increased Market Power

- Increased consumer knowledge is power
 - The Internet and distance selling have given consumers the knowledge to get better deals
- CRM technologies creates measurable consumer value
 - Personalization
 - Perks
 - Convenience

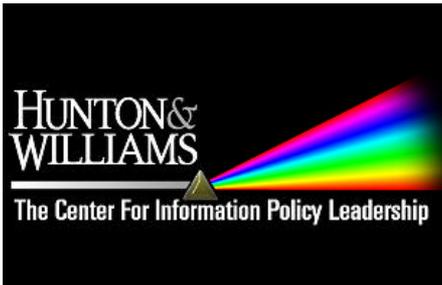


Data Driven Product Development Is The Future

- A 360° view of how your customers evolve will drive product development
- Tomorrow's products will better intersect with tomorrow's demand
- This is a source of huge economic lift

Good Privacy Policies Are A CRM Enabler

- T=VSP
- Silos are a big impediment to CRM
 - Will not share data on “my” customer
 - Often driven by reputational risk
- Strong privacy programs reduce that risk
- They create the confidence that allows organizations to do CRM



For More Information

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