

# Connecting the dots between marketing, sales and service to nimbly manage a complete customer journey.

How to maximize revenue and overall business performance sharing data between departments for greater efficiency and improved customer experience.

## Key takeaways:

- 1 How blending your processes into a single driving machine ensures consistently improving business metrics.
- 2 Why integrating marketing, sales, and service on one platform is essential for a 360-degree view of the customer.
- 3 How to use your current resources to increase the reach and effectiveness of your sales strategy.

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# Joined forces. Better results.

companies that strategically invest into lead nurturing generate 50% more sales-ready leads at 33% lower cost per acquisition

75% of companies eventually drop leads that aren't ready to make an immediate purchasing decision

**Connecting marketing, sales and service efforts into a unified fostering machine helps to prevent sales pipeline leakage and develop quality relationships with existing and prospective clients.**

According to a report from Forrester Research, companies that strategically invest into lead nurturing generate 50% more sales-ready leads at 33% lower cost per acquisition. At the same time, about 75% of companies eventually drop leads that aren't ready to make an immediate purchasing decision. Implementing even a simple nurturing campaign to not sales-ready leads can provide you with significant competitive advantage.

Studying how marketing, sales, and service departments cross over – or don't – reveals a number of obstacles that must be taken into consideration in any business development strategy. In many organizations, there are large gaps between these departments because marketers use their own marketing automation tool, as do sales and service people respectively. Each of these tools serves the department that employs it, but none provides a 360-degree view of the customer.

# Joined forces. Better results.

By linking marketing, sales and service, you'll find new ways to use your current resources to increase the reach and effectiveness of your marketing program, draw in new customers, and retain and grow existing relationships by sharing knowledge of customer needs easily among your entire team. Together, your teams can improve customer loyalty and satisfaction, which leads directly to increased sales.

**Tip:** *There are many ways for sales, marketing, and service departments to support and strengthen one another.*

*For example, if your organization has a field service team, don't overlook what front-line service personnel can tell you about how current products – and branding – succeed or fail, and what new types of products customers might need.*



# Lead management is a continued effort



## **Lead nurturing results in shorted sales cycle, better conversion rate and more revenue per deal.**

The interdependence of sales and marketing departments is readily apparent, but how well these teams work together has a huge impact on your organization. For example, if the marketing department is given a chance to nurture the leads that salespeople initially disqualify, it can then turn those leads back over to the sales team when they become sales-ready. The long-term leads stocked in your database should be kept with or sent back to marketing, to be nurtured until they do finally become sales-ready.

According to benchmark research from SiriusDecisions, 80% of the prospects labeled "bad leads" by sales teams actually make purchase within 24 months.

The lead who's not ready to buy now (but express an interest) may just choose another vendor if you don't keep them engaged with personalized communication.

**Tip:** *Keep communication going. A study conducted by the Bridge Group found it takes an average of seven touches to convert a "suspect" to a "prospect." Use marketing automation tools to deliver continuous messaging appealing to your prospective buyers. Some studies suggest that 28% of marketing teams using marketing automation reported an increase in the average deal size from a marketing qualified lead that was passed along to sales; the credit goes to the stronger relationships resulting from nurturing buyers.*

# Alignment between sales and service

sales

service

**The synergy between sales and service improves service level, increases referral activity and results in greater customer retention.**

The potential for crossover between sales and service departments may not seem as obvious at first – until you consider that sales collects a history of communications, quotes, and orders associated with each customer. This information gives service agents a better picture of the customer's needs and allows them to provide a more seamless customer experience. Rather than having to reconstruct the process, service agents have access to the options already offered and questions already asked to the customer, ensuring that this information won't be unnecessarily repeated. This makes the customer feel that

working with the company is similar to working with a single individual.

Clear business process ownership cemented by congruent goals and measurements is the basis of all high-performing organizations. Synergy and alignment between the two critical areas of sales and service delivery enable each to perform more efficiently and effectively.

***Tip:** The CRM will provide an efficient method for managing the entire sales process from lead origination to tracking of customer orders. Employ CRM software that will help you to speed the information flow between business units, accelerate performance and achieve service excellence.*

# Foster customer loyalty

marketing

service

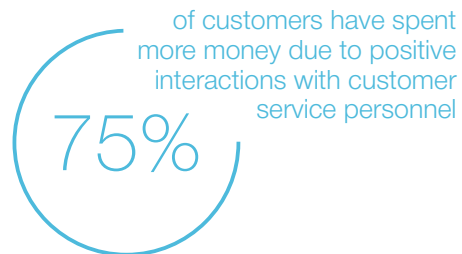
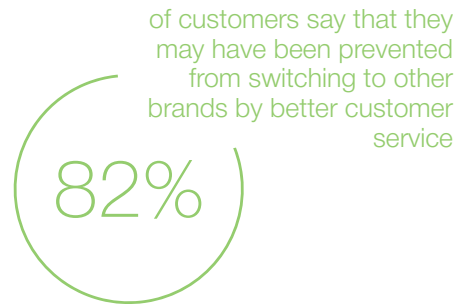
**Mature marketers are expanding their focus to encompass customer engagement across the customer lifecycle.**

There are many advantages to synergy between service and marketing that you may have never considered. Service departments typically collect customer surveys and feedback, information that can be leveraged by marketing as a matter of routine. This eliminates the need to engage additional sources to better understand customer needs and preferences. And that, in turn, not only minimizes errors in positioning products, but also helps create better product developments and marketing strategies.

Marketing is no longer solely responsible for customer acquisition. A recent report from BlueWolf found that 65% of marketers are measured on customer retention. Marketing and service tend to focus on certain parts of the customer journey. Actually, both play an integral role throughout the entire route from acquisition to loyalty. Social is another area where alignment is necessary between marketing and service. While marketing may run the primary social identity, consistent brand, language, and tone across every communication channel is important, including support social channels.

***Tip:** Focus on the customer at every single touch point. The only way that these teams can attain true alignment is to map out a single customer lifecycle, quantified within the marketing automation, CRM, and service systems. Regular communication about what's working, what's not, and how to improve is also essential. Knowing what that customer has been experiencing and where they are along their journey is a key part of establishing trust — a quality for which both marketing and service are responsible.*

# Marketing, sales, and service on one platform



**82% of customers say that they may have been prevented from switching to other brands by better customer service, and 75% of customers have spent more money due to positive interactions with customer service personnel.**

An alignment between marketing, sales and service unites your entire organization in the common goal of creating value, thus maximizing both efficiency and customer satisfaction. When departments use different business applications, it is difficult for them to merge into a single driving machine. Connecting sales, marketing, and service departments on one platform allows you to chart the entire customer journey, coordinate messaging and leads, and optimize the lead flow process.

Ultimately, this provides a 360-degree view of the customer, which allows departments to provide a more streamlined customer experience. Each department holds only one piece of the puzzle, and if this information isn't shared freely, the customer experience becomes disjointed and aggravating. For example, if the customer has already discussed options with the sales department and the service department then asks the same questions, the customer will feel that the company is not cohesive and may be irritated by having to repeat information.

**Tip:** Choose CRM system for your organization that combines products for marketing, sales and service. This way you would be able to efficiently and effectively manage the complete customer journey – from lead to order, and to ongoing account maintenance.



# Conclusion

sales

marketing

service

As has been shown, greater connection between marketing, sales and service increases ROI by allowing your organization to track customers and ensure that needs are being met by the right department at the right time. Mingling business capabilities reveals new ways of using your current resources to increase the scope and impact of your marketing efforts.

A few recommendations for achieving shorter sales cycles, higher close ratios and more revenue per transaction:

- Ensure that marketing and sales departments have a common definition of what counts as a “qualified” lead, and a clear understanding of which leads should be handled by which department
- Make it a matter of routine for the service department to share all customer feedback with the marketing department
- Similarly, make it standard practice that any customer data collected by the sales department is shared with the service department
- Develop personalized messaging to have your prospective and existing customers engaged based on shared data from different departments.
- Once you've got the nurturing to the level of art, develop a strategy that would include upselling existing customers or refine retention.

# Conclusion

sales

marketing

service

The more you know about your customers, the greater your ability to provide what they need and desire. 56% of customers have reported having to repeat their questions or concerns at least once over the course of a customer service interaction, and 62% report having to contact companies multiple times to get their issues resolved. Giving your customers a streamlined experience by ensuring communication and cooperation among departments therefore provides a competitive advantage; and 70% of executives also identify cost savings as a key benefit to connecting departments and data on one platform.

Connecting the dots between marketing, sales and service has been shown to benefit both customer and company alike, thus should be a key component of any business strategy.



# About bpm'online

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Use bpm'online products to connect the dots between marketing, sales and customer service, efficiently managing the complete customer journey – from lead to order, and to ongoing account maintenance.

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