A group of sailboats on water

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**Set yourself apart from the competition through our CEM Stakeholder Communications Program**

**We'll give you the game plan to increase customer acquisition, retention, and growth, plus win back lost accounts.**

**Your company may have high marks in customer service, but if your stakeholders are not aware of your success then you're missing out on an opportunity to gain long-term customer retention and growth. Integrating a CEM Communications strategy into your marketing/sales plan will result in increased new account acquisitions – account retention – account growth and winning back lost customers.**

Companies' marketing strategies typically focus on the features of their products/services and promote how they stand out above the rest. But every company is saying the same thing. So how do customers and prospects know who's really the best?

While product and price are important factors, especially to first-time buyers, the quality of service and support customers consistently receive is what makes the difference to decision makers everywhere.

So, let your stakeholders and prospects know how you excel in customer service through a compelling CEM Communications program. Let us show you how to design and implement a powerful CEM Communications strategy into your marketing programs.

**See what the CEM Stakeholder Communications Program includes:**

**CEM Stakeholders Communications Program**

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| --- | --- | --- | --- |
| Free photo tablet with graphics in blue tones | **Annual CXDNA State of Union Report**  You may already distribute a public, financial annual report, but why not share one focused specifically on your CX strategy and results | Free photo media marketing internet digital global | **Voice of the Customer Video**  Have your top executive interviewed for a high-level look into your CX strategy and what you’re doing to keep customers loyal |
|  | **CX Case Studies/Customer Testimonials**  Let your customers shine a light on your success by sharing their own stories |  | **CX Certified Report Card**  Share with customers and prospects a third-party audit of your superior customer satisfaction data |
| Free photo businessman clicking on virtual screen | **Intelligent Visual Communications**  Project your CX content in real time via dynamic multi-media LED dashboard displays and handheld devices | Free photo media journalism global daily news content concept | **CX Infographic/Content Experiences**  Depict your CX Strategy and how you serve your customers through an engaging, graphically-rich, online story AND interactive content experiences |
| Free photo group of people taking an interview outdoors | **Public Relations**  Keep customers and prospects informed of your CX success through news releases, newsletters, white papers and more | Free photo social media connection graphics concept | **Social Media**  Capitalize on the power of LinkedIn, Twitter, Facebook and other social channels to tout your superior customer service |
| Free photo empty online radio studio broadcasting room with professional microphone and video light used for podcast transmission. video podcasting setup with digital mixer console and laptop computer. | **Live Video Streaming**  Create an event that captures your CX story as it happens and reach your customers and prospects through today's most engaging medium | Free photo lightbox still life arrangement | **CX Podcasts**  Participate in a podcast highlighting your CX story that customers and prospects can listen to at their convenience |
| **A close-up of a logo  Description automatically generated with medium confidence** | **CX Webcasts**  Be a guest on one of our Building Customers for Life (BCFL) webcasts where you can share the keys to your CX success | Free photo collage of customer experience concept | **Competitive Satisfaction/Loyalty Analytics**  Drive your CX strategy and create measurable business impact through competitive satisfaction/loyalty analytics |
| Free photo people taking part of business event | **Customer Events**  Bring together customers and prospects to show your appreciation and to let prospective clients hear your success stories | **A close-up of a award  Description automatically generated with low confidence** | **CX Awards**  Leverage North Face ScoreBoard Awards and other industry awards that recognize your customer service excellence/product excellence/employee excellence |

**Quick Start” Stakeholder Communications Audit**

**LEARN MORE ABOUT CRMI**

Customer Relationship Management Institute LLC is a pioneer and recognized expert in developing and implementing customer experience management (CEM) strategy and employee experience management programs that lead to increased product/service revenues and profits. To learn more about this program contact us today at (978) 710-3269 / drivera@crmirewards.com.