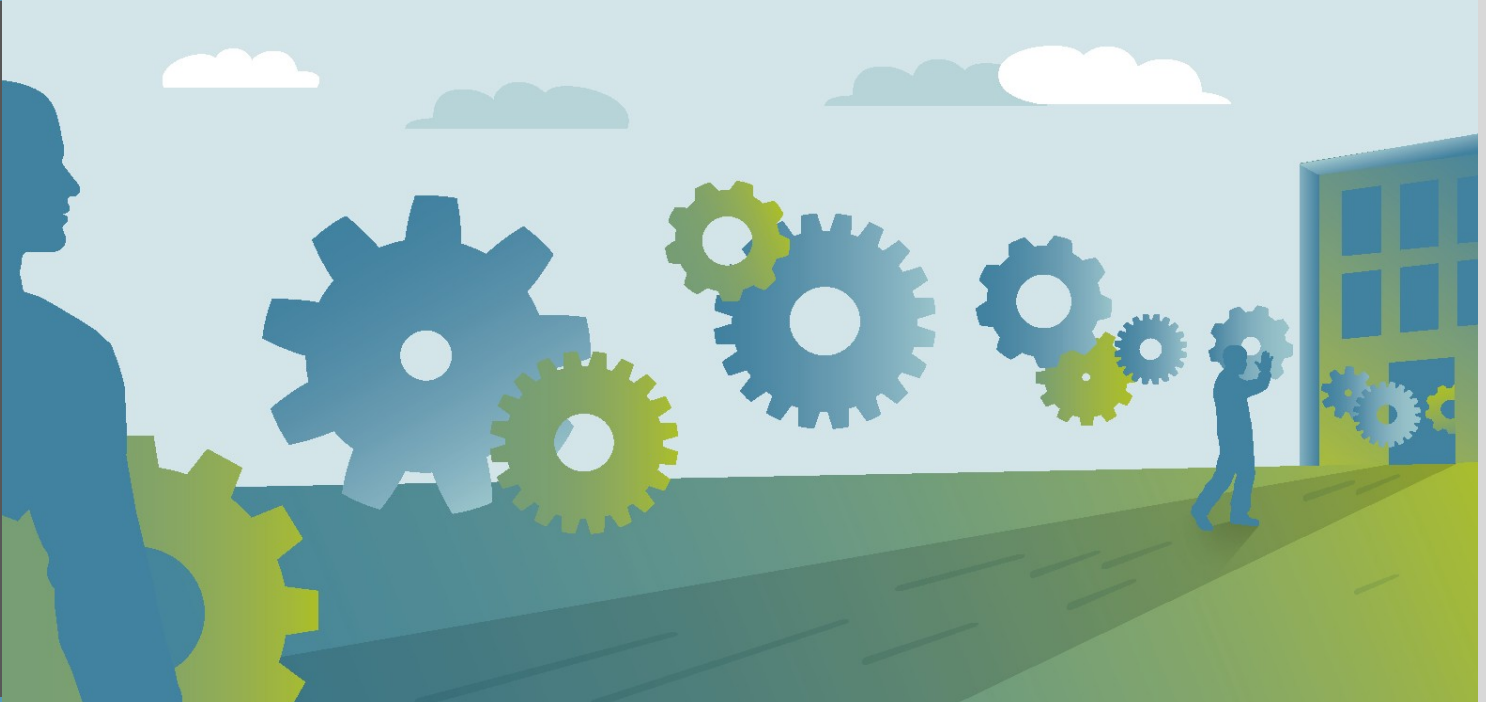


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Leveraging Data for Improved Customer Experiences

Providing positive customer experiences should be a top priority for any company, and by making technology work in their favor, managers can leverage customer data for business success.

Companies can now call upon more data than ever before when analyzing the demands of their customers and designing strategies to keep them satisfied. Customer relationship management (CRM) systems give managers a detailed account of how, when and why customers interact with a business, from initial contact as a prospect through to their time as a returning customer and brand advocate. And with the advent of social CRM, companies can seek out additional insight found in customer social media activity.

"This data can provide the operator with an endless stream of business intelligence," customer service expert Brian Carroll recently told Pipeline Magazine. "[But] despite the fact that carriers have invaluable customer data at their disposal, they remain stubbornly network-focused rather than using this information to become more customer-centric."

Web analytics systems, customer experience measurement systems and social listening initiatives can all help amass valuable customer data sets, according to ClickZ. However, if this data gets lost in the shuffle or remains dormant, it is drained of all value. Instead, successful businesses are using the data as the fundamental building blocks of future experiences intended to satisfy and delight the customer.

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