

## DMA Virtual Seminar

### CRM: Mastering Onboarding

There's a lot of talk of strategies and metrics regarding new customer acquisition. But once customers are on board, what happens to them? With an ever-increasing competitive landscape filled with lower costs, underpricing, and outrageous incentives, customers are constantly looking for the next best deal, resulting in omnipresent customer loyalty decline.

While On Boarding, or "Welcome" programs have been around for years, their results have been quite mixed. New customers of a bank, phone or cable company will admit to being inundated with offers—some are relevant, but most immaterial to their needs. The problem is that every product line manager in that company wants a piece of the best customers—resulting in the "dump truck" effect, inevitably leading to customer disinterest.

To successfully win the hearts and minds of your customers from the start, a well-choreographed and personalized approach is vital. Leveraging new customer data by creating timely and relevant streams of communication that firmly address their needs is the answer. By developing multichannel program strategies that leverage these specified streams of communications, you'll be proficient in creating an everlasting user experience for your customer.

Register now to enter the new era of customer On Boarding!

#### Speaker

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#### ***Vernon Tirey, SVP of Solutions, Click Tactics***

***Vernon Tirey*** has more than 20 years of experience running management-consulting firms, direct marketing agencies and marketing services companies. Vernon offers a proven track record of success in strategic marketing and analytics across all aspects of multichannel marketing. Prior to joining Click Tactics, Vernon founded Customer Development Solutions, a Boston-based marketing consulting firm. Earlier, he served as managing partner of Peppers & Rogers Consulting North America, an organization of renowned thought leaders in the 1-to-1 marketing industry. He also was CEO and founder of DiaLogos, a CRM consulting firm specializing in enterprise-wide CRM solutions for Fortune 500 companies, as well as a partner at management consulting firm Lochridge & Co., heading up the Customer Development Practice.