

Spring 2000: Customer Relationship Management

Date: April 28, 2000

Place: Boar's Head Inn, Charlottesville, VA

AGENDA

9:30 – 10:00 a.m. *Welcoming Reception & Registration*

10:00 - 12:00 p.m. **Speaker:** [Lucia Jansen](#), Consultant,
Peppers and Rogers Group

Ms. Jansen will speak on the topic of "Implementing One-to-One Marketing."

12:00 - 1:00 p.m. *Lunch*

1:00 – 3:00 p.m. *Panel and Roundtable Discussion*

3:00 - 4:00 p.m. *Closing Reception*

Implementing One-to-One Marketing

A Step-by-Step Approach

Companies are now racing to develop more loyal and profitable customer relationships; which *Information Week* says is fueling "the fastest growth area in technology." At its heart is the notion of one-to-one marketing, a strategy to increase customer retention by making loyalty more convenient for a customer than disloyalty. Also known as "customer intimacy," "relationship marketing," or "customer relationship management" ([CRM](#)), this type of business competition was pioneered by Don Peppers and Martha Rogers, in their first two international business best-sellers, *The One to One Future*, and *Enterprise One to One*.

In a new, highly practical book, *The One to One Fieldbook: The Complete Toolkit for Implementing a 1to1 Marketing Program* (Currency/Doubleday, 1999), Peppers, Rogers and their partner Bob Dorf have outlined a powerful, four-step implementation process for putting 1to1 marketing to work in a variety of business situations. In order to be competitive in the Interactive Age, a company must be able to:

1. identify its customers;
2. differentiate them one from another;
3. interact with them cost-efficiently and effectively through a variety of media; and,
4. customize its products or services based on what the firm learns about each individual customer.

Based on the principles outlined in *The One to One Fieldbook*, this presentation begins with the proposition that building stronger, more profitable customer relationships is a desirable objective, and then takes the audience through the implementation process, one step at a time. Drawing on a wealth of real-world consulting experience in this discipline, the speaker will cite successes, failures, and cautionary tales to punctuate the discussion.