

E-Channel Concept for Customer Relationship Management The Case: Catablog.de

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People Business by Empowered Employees

The employees of a new media company are the most important factor to achieve sustained success for the company. On the one hand personnel costs of a new media company represent more than 60% of the total costs on the other hand the customers decide on the business success. Customer satisfaction and customized problem solving solutions are determined through the team effort and performance, the awareness of competence and the behaviour of the project members. This means “we are working in a people business”.

We have the imperative to act and react very flexible to market shifts, customer needs and competitors strategies. Therefore our business units are organised in competence- and customer-oriented processes. They have a wide decision-making authority and the appropriate responsibility for their results.

From Push to Pull Marketing Strategy

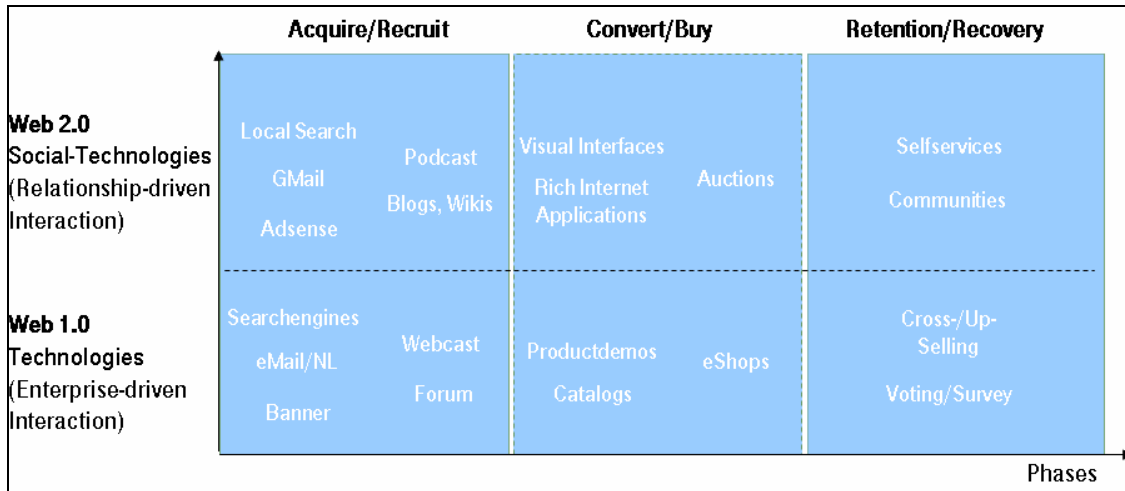
Our personal staff is very competent, we are certified in different areas. We have a wide range of problem solving expertise. Beside specialised expertise the contact and collaboration to our customers are the most important part of our business. Total customer relationship management is our key business strategy in Marketing & Communication and e-Channels are becoming a critical success factors in the customer value chain. We shifted from push to pull Marketing campaigns. We will create resources that provide value for customers, help them to solve a problem and pull people into interaction with the company.

Our Marketing Framework covers new and innovative technologies for the whole customer lifecycle management: to attract potential customers, to gain new customers and to support, bind and retain

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customers. Pull Marketing technologies align services and goals around customers, not around products and sales.

New Technologies for the Customer Lifecycle Management



In our company it is everyone’s job to care for customers and to find better ways to improve quality of doing this job. It is the job of the Marketing to present competence and products in high gloss flyers and brochures and perfect edited websites. But this is not the language and work of our business specialists or technical stuff. They need their own way.

Catablog - The Voice of the Experts

Our employees are experts in specialised fields with their own language -most often technical- and social behaviour. A blog is a good channel to give them a chance for communication and build relationships to colleagues, customers or interested people at all. Our decision to launch a blog for project expertise had the following reasons:

- Describe competence and expertise
- Reach the adequate targeted group
- Give information in user-oriented views
- Refer know how to our customers in personal consulting: genuine, earnest and authentic
- Space for new subjects and ideas
- Place for innovative and provocative issues
- On the long-tail community building

- Experience delivers tips and tricks but also obstacles and failures
- Put blog information in context to our unemotional and businesslike portfolio content
- Separating the marketing and sales of products from qualification of customers

We discussed the possible negative impacts and risks launching a blog. Should we offer a business blog or not? The fear of too much insider information spreading outside, an angry customer, who can damage our image. But: we want to live an open communication paradigm and that means

- new interactivity within and outside the company
- dealing with a customer complaint
- sharing knowhow needs giving knowhow first.

The blog is part of our E-Channel concept and has its specific role and function for Customer Relationship Management within the Marketing Strategy.

Website

<http://www.catablog.de/> or

<http://www.eprocurement-home.de/ep/de/Inhalt/Aktuelles/Blog>

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<http://www.euroblog2006.org/symposium/presentations/presentations.html>

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