



# Aligning People and Process to Ensure Customer-Centricity

## Main reasons to focus on customer- centric strategy:

1

Nurturing the marketing operations function ensures constant growth and alignment across the organization which provides a single view towards revenue generation (Gartner)

2

Efficient campaign management processes and strategic resource allocation reduces time-to-market by a minimum of 22% (Gartner)

3

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4

Customer centricity strategies improves ROI by at least 15% (McKinsey & Company)



The client wanted to understand the **impact of transitioning their MarTech platform** from Unica Campaign to Salesforce Marketing Cloud (SFMC), specifically the impact on People and Processes.

The primary objective of this transition was to centralize customer data across the department and leverage advanced technical functionalities to elevate customer experiences, ultimately leading to revenue growth through a customer-centric approach.

## Project Outcomes:



**Promoted agile cross-functional collaboration** between sales and marketing teams



**Established** a comprehensive end-to-end campaign management process



**Provided facts and arguments** for MO to negotiate budget for staff augmentation



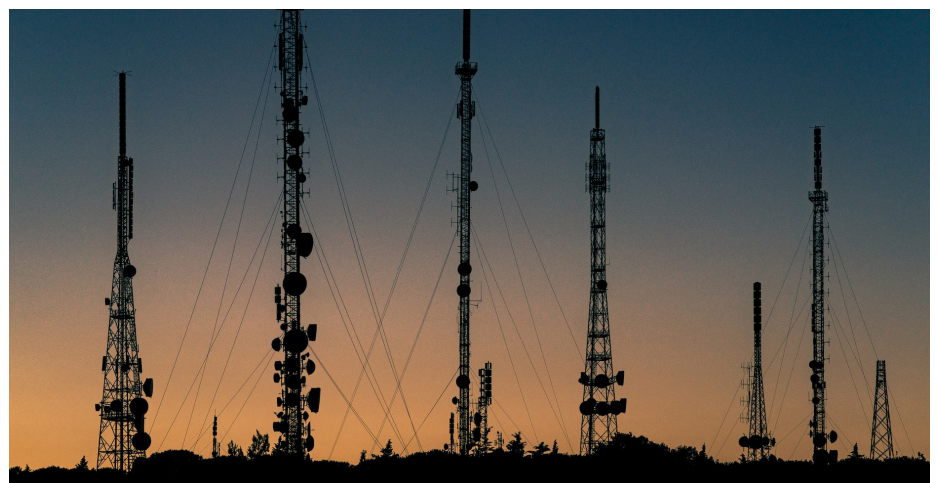
**Elevated ROI** through optimized marketing and sales processes



Shortened time-to-market

## Client

Our client is a prominent American broadband company operating in different states, serving around ten million homes and businesses. The client is committed to enabling individuals to create a brighter future, and values a range of products, individuals, suppliers, communities, and unique qualities.





## Challenge

The marketing and sales resources were decentralized, resulting in teams collaborating through various tools and inefficient processes. This caused incomplete or unclear requirements, leading to the need for rework.

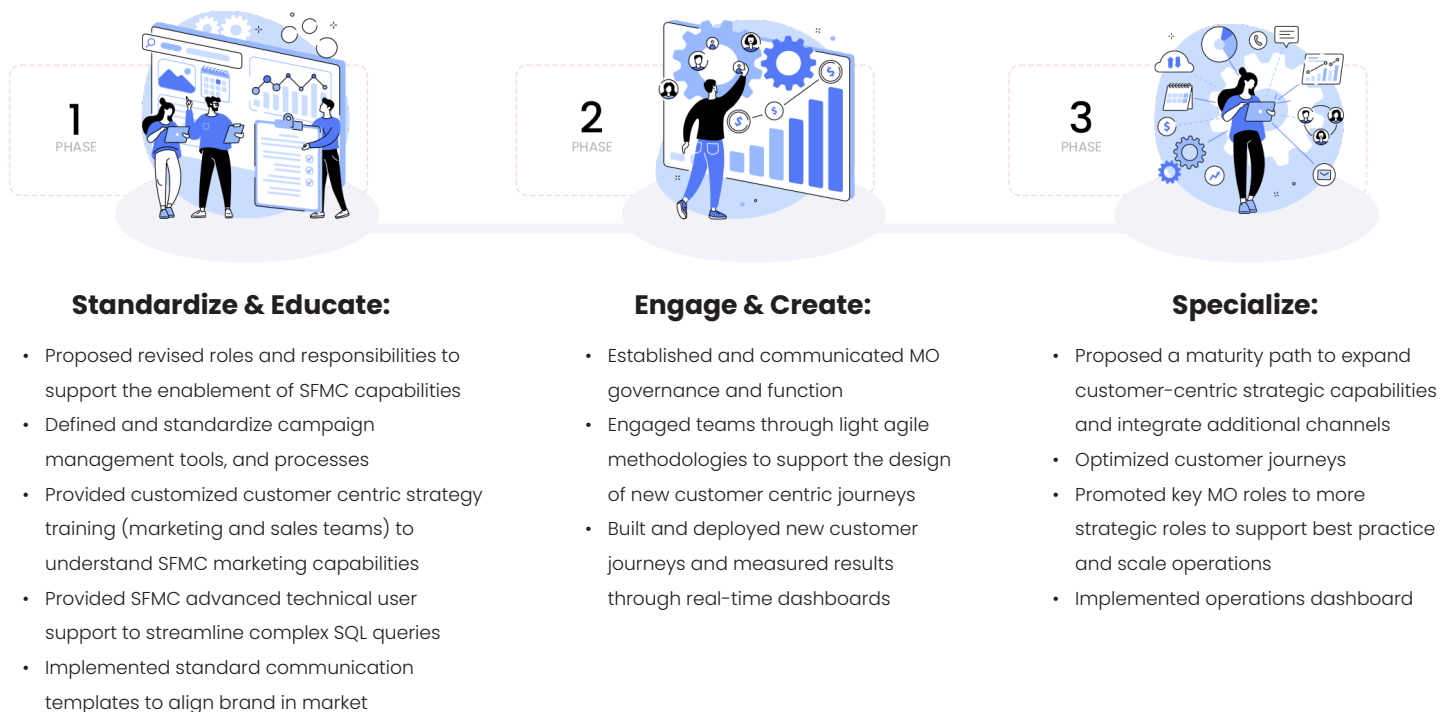
The client wanted to improve customer experiences by establishing a baseline for collaboration and utilizing MarTech. Therefore, the objective was to tackle several significant challenges in their marketing and sales operations, including:

- Consolidating customer data to create personalized customer journeys
- Defining new or revised roles and responsibilities within marketing sub-teams
- Streamlining the campaign management process
- Breaking down departmental silos to facilitate better collaboration between teams
- Ensuring that the right technology was being utilized to its full potential
- Providing SFMC users with technical support and best practices training

The client's goal was to improve their overall marketing and sales effectiveness, deliver customer experiences, and to drive revenue growth by addressing these issues.

## Solution

Munvo's three-phase plan identified gaps in the client's People and Process maturity, developed a customized roadmap for improvement, and strategically grew revenue by building on a strong baseline.



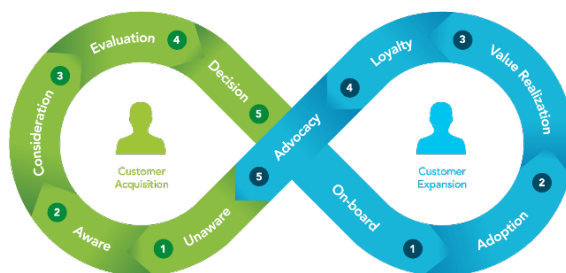
## Results

Munvo consultants closely collaborated with the client to enhance their marketing efforts and drive business growth. We defined **precise roles and responsibilities**, acquired **customer data insight**, and leveraged SFMC to create **personalized journeys**. Collaboratively establishing shared objectives and performance indicators **improved teamwork**, while process reengineering achieved **cost efficiency** and accelerated time-to-market. Lastly, tailored customer experiences **drove revenue** and **business success**.

## Benefits

- Elevated ROI through optimized marketing and sales processes
- Established a comprehensive end-to-end campaign management system that leverages people, process, and technology
- Shortened time-to-market through effective resource management, change management, and tool utilization
- Harmonized marketing and sales teams by aligning them on customer-centric strategies using the Sales Loop methodology

### Sales Loop > A True Customer Journey



The Sales Loop is based on The Loop™, a registered trademark of The Pedowitz Group

## In our Client's Words...



We had confidence in Munvo throughout the project phases for expert recommendations to reach a leading marketing maturity state and prompt utilization of SFMC.

— Marketing Operations Lead



Providing advanced CDP and automation support > That is perfect! Thank you for your efforts. I look forward to working your senior SFMC consultant to get this Automation accomplished.

— SFMC MO Advisor



Coding complex HTML modules to create Master HTML Template > These look great – thank you to you and your team for all the work you did!

— Senior Campaign Manager

## In our Words...



The suggested recommendations greatly improved the processes for the client in terms of campaign management and timelines with efficient resource management, automation, and alignment across marketing and sales teams. Having a collaborative mindset and common knowledge of SFMC capabilities helped increase strategic and technical specialization of key resources. The client now has the required baseline to create personalized real-time customer experiences to grow revenue.

— Kim Langford, MO Practice Lead at Munvo