

In fact, the danger of a limited spectrum approach is two-fold:

1. Failure to capture critical data

It obviously fails to capture critical data shared over channels outside its reach. As a result, sales and upgrades are lost while customers experience frustration when preferences aren't respected, such as communication channel of choice or bill timing.

2. Failure to see the big picture

It represents a false step forward, incentivizing a marketing or IT department to make do with what has already been invested in vs. reconsidering the bigger picture and getting it right.

Enterprise-level businesses engage in complex interactions that often feature an expanding set of personal and virtual interactions. It's essential to collect and react to information from all touchpoints such as call centers, social media and mobile devices, not just the easy or inexpensive ones such as email or websites. In order to do this, the preference management system should be a central repository connected to all departments, units, regions and appropriate applications.

Effective engagement is all about listening to and learning from your audience as a single entity — not a siloed and segmented bureaucracy.

I like to think I've gotten to know my cable provider pretty well over the years. But sometimes I wonder how well they know me. If nothing else, a modern marketing strategy must solve that nagging question.

And it begins with full-spectrum preference management that collects information at every touchpoint. Not just the easy ones.



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