

Objectif Lune releases market analysis on customer communications management

Objectif Lune recently conducted and published a market analysis on customer communications management (CCM) and the latest trends.

This analysis, supported by recent research, has enabled us to draw relevant conclusions and share the results with our partners and users.

It highlights the importance of the customer, who must be at the centre of strategic decisions, and the concrete methods businesses can employ to satisfy customer demands through targeted, personalized digital communications.

The final goal is, of course, to reduce costs and increase productivity and revenue.

To find out more, [download our market analysis](#).

The customer leads the way

The economic environment, along with the increased competition most businesses are experiencing, has given power back to consumers. Customers have the final say and are no longer at the mercy of business. In fact, the opposite is happening, as customer loyalty becomes harder to gain and retain. The customer must therefore be placed at the centre of decisions, and businesses need to adopt strategies based on customer expectations.

An excellent customer experience helps solidify relationships

Creating an excellent customer experience is no longer an option.

Great customer experience is a key sustainable competitive advantage and differentiating factor in keeping your customers and achieving concrete financial results.

Businesses must be a part of the digital revolution

One of the main issues when it comes to CCM is the emergence of the digital world and its almost ubiquitous presence in consumers' daily lives. Customers expect digital communication from businesses, regardless of whether the messages are transactional or promotional.

Customers are connected, and businesses should be too in order to maintain their competitive advantage.

Offering personalized communication

Another important factor in customer communications—and for the customer experience—is personalized communications. When businesses personalize their communications, they create more opportunities for attracting customers' attention, and ultimately, driving sales.

But, the technology has to enable them to succeed.

Technological challenges

Unfortunately, many businesses are not able to implement an optimal CCM strategy. They are often faced with rigid systems that don't interact with each other and that keep their data captive, which becomes detrimental both in terms of flexibility and customer experience.

For many businesses, customer communications management is still a very complex issue. Fortunately, the tools do exist, and Objectif Lune offers simple and affordable solutions to help businesses resolve their CCM issues.

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