What Have you Done for Me Lately?
Building an Internal Marketing Culture

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Marketing is positively **influencing** perception

“The customer’s perception is your reality.”
What perceptions do you want your customers to have of you?
Food For Thought

Market what matters…to your customers.
Consider the Customer’s Perspective

◆ You are a consumer and are going to buy a new car in the next few months.
◆ Review the metrics on the next slide.
◆ How would these metrics influence your purchase?
The Value our Team Delivers

- The engineers who designed the assembly lines are CIE, CAE, and CHFEP certified.
- Production goals have been met 99.8% of the time throughout 2007
- 98% fill rate
- Plant has had 245 consecutive accident free days on shop floor
- Using newest technology on assembly lines

What do you want out of a car?
One Minute Marketing Activity

- Break into pairs
- Decide who will go first
- Tell your customer how you help him/her in business terms
- Don’t use “geek speak” – e.g. We have 99% uptime
The Value Consumers Want:
Features/Service/Results!

✧ Learn these FROM your customers
✧ Remember, it’s not the same for all customer groups
Laying the Foundation

- Before determining what and how to market, it is essential to “take a walk on the customer side”.
- Value needs to be defined by the customer and communicated in business terms.
- Internal marketing doesn’t need to be “formal” but needs to be targeted, consistent, aligned, and effective.
- Everyone on your team is “marketing” with every interaction with your customers. In fact, with every interaction, they are creating, changing, or confirming a perception.
Phases

Documentation

Collection

Analysis

Communication

Action Plan
Collection

**What**
- Expectations
- Opinion
- Trends
- Issues
- Goals

**How**
- Surveys
- Meetings
- Interviews
- Blogs
- Interactions
- Focus/User groups

**Who**
- IT Participants
- Target audiences
Tips for Collection

◆ Find a balance

✧ Decide how broad or narrow the focus is going to be. Is it for all of IT? Support?
✧ Start broad, then get specific. Learning that there is a lack of understanding about roles is useful.

◆ Don’t base questions on your assumptions

◆ Use open ended questions initially

✧ What do you expect when you call the Service Desk?
Tips for Collection

◆ When deciding “who” to ask, consider the fact that you are having the most interaction with those who ARE using your services. What about those who AREN’T?

◆ The goal is to understand expectations and perceptions.

◆ Don’t judge the answers when collecting. Collect and deal with the perception even if you don’t agree with it. Perception is reality!
Documentation

Document Findings
- Current Services
- Expectations
- Perception
- Suggestions

Organize
- Group information in appropriate way for your business (e.g. group, role, etc.)

Lay groundwork
- Identify and document Potential Action
Tips for Documentation

◆ For each service/role, document comments or suggestions that define expectations and perceptions

◆ Identify whether this is a communication issue or something requiring a change (e.g. process, new feature, etc.)
  ✧ E.g. status calls

◆ List possible actions and who would need to be involved
Tips for Documentation

◆ Capture suggestions for new features, tools, services, etc. something new captured where it makes sense for future development initiatives, projects, strategic decisions, etc.

(samples on pages 13, 14 in What Have You Done for Me Lately focus series book)
**Analysis**

**What**
- Customer Info
- IT Capabilities

**Identify Gaps = changes in:**
- Perception
- Process
- Results
- People
- Tools

**Team**
- Understand goals, expectations, customer perspective
- Prepare for communicating value
Action Plan

Organize
- Create Action Plan
- By target audience
- Multiple efforts
- Evolves, changes

Needs
- Close Gaps
- Measures results
- Drives Continual Service Improvement

Drives Tasks, Actions
- What will be done?
- Who will do it?
- When (priority)
- Makes Real
Action Plan

Questions for Getting Started

◆ What has the most business value?
  ✷ Do we go for quick, easy, fewer people or large impact, large group impacted?
◆ What expectations are realistic?
◆ Where will we focus?
◆ In what areas do we excel?
  ✷ Have we marketed these areas?
## Action Plan

<table>
<thead>
<tr>
<th>Item</th>
<th>Action</th>
<th>Sponsor</th>
<th>Who does it?</th>
<th>Comm. To whom?</th>
<th>Results expected (value)</th>
<th>Start Date</th>
<th>Expected End Date</th>
<th>Comments (Assess results)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automated Password</td>
<td>Create RFP, Evaluate Tools, Present Options to Committee</td>
<td>Joe Williams</td>
<td>Charles Lamak</td>
<td>IT Board Business Committee IT teams Security</td>
<td>Automated tool that is compliant with Security requirements and compatible with all environments</td>
<td>2/1</td>
<td>4/15</td>
<td></td>
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</tbody>
</table>
Action Plan

- Create a brainstorming list on “ways to market”
  - Popcorn rally
  - Customer Service Day
  - Road show
  - Leave Behinds
Communication

Routine
- Messaging (how we say it)
- Elevator pitch
- 60 sec. index
- Value
- Reporting
- Mission

Project
- Marketing Plan
- Tied to specifics

Plan
- Communication plan
- Target audiences
- 5 w’s, how
- Ongoing
- Includes routine

What do we need to know?
How do we find out?
Who asks and who do we ask?
Communicating Success

- Communicate your value in Business Terms
  - Eliminate “Geek Speak” – talk to the customer in his/her own words
  - Adjust message to audience
  - Present information from a business perspective
Market what Matters

Can you:

◆ Site specific business tasks that your team facilitates completing?
◆ Quantify the amount of time your team has helped them save?
◆ Measure productivity gains facilitated by your team?

*How can you gather and quantify this information?*
Building the Communication Plan

◆ Provide the right information to the right people
  ✧ Why? What are you trying to accomplish?
  ✧ Who are the right people?
  ✧ What is the right information?
  ✧ How should you communicate it?
  ✧ How do you know?

◆ Document it
  ✧ Communication check-list
  ✧ Communication Plan
  ✧ Incorporate it into all I.T. processes, methodologies
Marketing Opportunities

◆ Business and Customer Focus groups
◆ Customer Satisfaction measures
◆ Incentives in key areas
◆ Cross-functional teams
◆ Relationship Managers
◆ Elevator Pitch
◆ Sound Bites
◆ One Minute Index
Marketing Opportunities

- Steering Committee
- Enhancement Committee
- Continual Learning initiatives
- Strong relationships with escalation teams
- Regular update meetings with Upper Management
Project Communications
The High Level Marketing Plan

- Who are your customers?
- What are your products and/or services?
- What are the benefits of your products and/or services to your customer(s)?
- Who is your competition?
- What is your advantage over your competition?
- What are your short-term and long-term goals in marketing the organization?
- What resources (money and people) are available to do this marketing job?
Marketing Plan Details

- Next at a detailed level, define a program for each distinct customer, then for each program:
  - Identify audience(s) and profile(s)
  - Define message for each audience
  - Connect the audience to product(s) and/or service(s) using the message
  - Define your approach to each audience [for example, educational, persuasive]
Marketing Plan Details

- Define your message vehicle(s) [for example, lunch-and-learn, e-mail, reports]
- Define the desired result of each message vehicle and program as a whole
- Define the fulfillment for each vehicle (what is the offer?)
- Define success and how you will measure it
- Execute
- Measure
## Communication Plan

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<tbody>
<tr>
<td>Service Desk FCR</td>
<td>Resolve on first contact</td>
<td>Service Desk</td>
<td>User community</td>
<td>wrap up, Auto email reports, mtgs</td>
<td>1. every call 2. Every tkt. close 3. Weekly 4. monthly</td>
<td>Review Customer Satisfaction ratings  Follow Up calls on closed tickets  Agenda item in Monthly customer review meetings</td>
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</tbody>
</table>
Routine Communications

◆ One minute index
◆ Elevator pitch
◆ Business oriented reports
◆ Build into your culture
Summary

◆ Marketing isn’t just a program
  ⊳ Market through everything you do
  ⊳ Train your team to market through everything they do
◆ Continually answer the question, “What have you done for me lately?”
  ⊳ In terms that means something to your customers
  ⊳ All day, every day
Thank you!

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