



TouchPoint® Marketer

Don't Leave Campaign Results to Chance

When you launch a marketing campaign, you cannot just cross your fingers and hope for the best. The stakes are too high. You need a way to target the right prospects with the right product at the right time.

As you continue the march toward a true customer-centric delivery strategy, the challenges remain enormous. On one hand, your marketing department has honed its skills at extracting information from back-end systems, so they can analyze and segment customers based on their propensity to buy products and services. But a wall remains between central marketing and the local markets you serve – an impenetrable barrier that keeps opportunities identified by marketing from getting into the hands of front-line employees.

Overcoming this obstacle is essential to increasing market and wallet share and achieving your revenue growth objectives.

Clearly, representatives in your local markets have the most intimate knowledge of their customers' purchasing preferences; however, often, they lack the ability to fine-tune corporate marketing programs, and they don't have the tools to plan and execute campaigns on their own. Because they are forced to try to sell products and services that do not satisfy the needs of their customers, the result is lackluster sales and dissatisfied customers.

For markets that do achieve success with targeted marketing, there is no process or system for capturing, sharing and learning from best practices with other markets. This dampens the ability to optimize marketing effectiveness across all markets.

The Solution: TouchPoint Marketer

TouchPoint Marketer is a local-market campaign management solution designed to help you instill a customer-centric, value-based sales methodology across your entire enterprise. An optional upgrade to TouchPoint Sales, this add-on module leverages your marketing analytics and customer segmentation systems to deliver campaign leads across the enterprise while providing feedback to employees, management and key stakeholders.

TouchPoint Marketer Capabilities

Campaign Builder: Synchronize corporate and local marketing

Unless your corporate marketing initiatives and local-market efforts are working in harmony, your results are likely to be inconsistent. With TouchPoint Marketer's campaign builder feature, employees can create sales campaigns for use across all channels for cross-selling and cold calling initiatives. Once the campaign is created, users can add action plans that help execute and track campaign strategies.

At the corporate level, market analysts can import sales lists – such as pre-approved prospects, third-party lists and campaign offers – into TouchPoint's central sales database. The database can then be queried, and marketing plans can be designed based on specific tactics and customer segments.



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In this way, central marketing can build and deploy marketing campaigns to your branch network, thus allowing branch personnel to locally manage their markets.

At the local level, your managers can leverage their knowledge of customer purchasing references in their locales. Easy-to-use, yet advanced query capabilities allow them to filter a database of customers in their local markets, thus improving closure rates, reducing campaign costs and strengthening customer satisfaction.

Action Plan: Developing a game plan

Using TouchPoint Marketer's Action Plan feature, authorized personnel in local markets can develop plans to support corporate marketing objectives by creating a series of activities designed to successfully execute a specific campaign. Action Plan tasks and defined metrics can be tied to goals, tracked for campaign effectiveness and used to measure and reward employee performance.

Further, TouchPoint Marketer provides the ability to store and track the revenue potential of a campaign, enabling management and key stakeholders to store and measure campaign budgets versus actual costs.



"Our biggest challenge has been getting the marketing analytics and sales management processes **to work in tandem with each other. TouchPoint will close this loop.**"

ABN AMRO

Together, the system's Campaign Builder and Action Plan features integrate local market campaign management and performance management seamlessly into your organization's sales process to greatly improve sales efficiency and bottom-line profitability. Successful campaigns can be stored in the solution's Best Practices feature so others across the enterprise can share and learn from the experiences of others.

TouchPoint Marketer Benefits

Improves targeted selling, enforces customer-centric strategy

Not all customer segments are created equal, and pursuing the wrong customers is costly and discouraging. As you move from product-focused selling to needs-based selling, TouchPoint Marketer's local market Campaign Builder can help your sales managers develop targeted campaign criteria based on segmentation, demographic and psychographic data.

Your managers who are responsible for increasing profitable revenue can align their sales objectives with customer preferences and integrate their segmentation strategies into the front office sales process.

Connects the front office sales process to central marketing

If you want to improve sales efficiency, you have to present the right opportunity to the right customer at the right time. TouchPoint Marketer's centralized sales and prospecting database enhances your ability to mine your customer base and ensures the two processes are tied together to improve both sales and customer service.

Facilitates coaching

It is human nature: people aren't motivated to improve unless they have feedback on their performance and positive reinforcement of their successes. TouchPoint Marketer provides the capability to perform summary tracking of action plans and sales goals. The solution combines a target list of customers with specific sales strategies and metrics to enhance bottom line sales results.

By providing all levels of the organization with clear performance expectations, along with the ability to evaluate actual results, your managers will be equipped to coach their teams and increase performance. Any organizational level within the company can drill down on results to monitor individual, team and geographic performance.

Leverages best practices

Since only half of marketing initiatives are successful, it is important to understand not only what was successful, but why. With TouchPoint Marketer, information never before gathered during the sales process can be mined and used as a strategic model for planning future marketing initiatives. This means you can learn from your successes and quickly share best practices with others.

TouchPoint Marketer Features at a Glance

Data Import Utility

- Integrates with third-party applications
- Connects central marketing activities with the front line
- Extracts central data via a flat-file and makes actionable across the enterprise

Campaign Builder

- Creates local and corporate marketing activities
- Provides advanced multi-tiered queries for localized market strategies
- Allows the administrator to set effective dates and campaign descriptions
- Links campaigns to sales action plans
- Permission-based campaign management from any level within the organization

Action Plan Summary

- Links campaign prospect groups to actionable sales strategies
- Captures and ties sales metrics for sales performance
- Lists actionable activities for sales success
- Displays action plan calendar of events

Best Practices

- Stores and displays best sales practices across the enterprise
- Captures and links sales action plans and campaign queries

Sales Performance Measurement

- Employee activity tracking for one-on-one coaching
- Roll-up goal tracking from the individual to the highest level of the organization
- Aggregated sales results at all levels of the organizational hierarchy





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