

# What's the Real Benefit of Working with Ascendant Group?

Very simply we serve four workloads inside two pillars

## I. STRATEGIC CRM

- 1. CRM Technology Guidance:** If you have a CRM IT strategy, whether you are in a regulated or well-defined industry, or in a complex, omnichannel business, or a vertically integrated business, our consulting services can help the technology meet the needs of the business. CRM is expensive, but even more costly is doing it the wrong way or succumbing to over-investment and under-performance.
  - We give you experience, wisdom and guidance from a vendor-neutral, technology-agnostic position.
  - We help you cut costs, avoid risks, and speed up your decision making.
  - We bring the business and IT closer together and ready for action.
  - We help your business adopt, leverage, utilize and govern CRM as both a technology and a business strategy.
- 2. CRM Commerce:** Many businesses are hanging onto disconnected, aging order management platforms that they feel they simply cannot part with. They are literally being limited and controlled by their old code. CRM is nothing if not a platform for commercial engagement. If you have old QTO tools that perhaps you feel are vertically aligned to your industry, pricing, billing or operations platform, and if these archaic tools have locked up all of your business rules with dependencies on developers and software vendors, you should really look at how CRM can give you a fresh start. Reduce your risks of cryptic code controlling your destiny. Make your team more customer centric as you open your architecture to change. We show you how. Omnichannel commerce.
  - Product information systems
  - Pricing management
  - Cross-channel offer & promotion management
  - Quote to order (QTO)
  - Order to invoice (OTI)
  - Configure-Price-Quote (CPQ)

## II. DATA MANAGEMENT SERVICES: Customer Science™

3. **Data:** We pay attention to the missing nutrient in your CRM diet: Vitamin D: We find, clean, treat, rationalize, normalize, refresh, enrich, and unify your demand-side data; then put it to work!
  - Prospects/ targets
  - Customers
  - Addresses
  - Contacts
  - Transactions
  - Communications
  - Behaviors
  - Proprietary 1<sup>st</sup> party data
  - 3<sup>rd</sup> party data
  - Anonymous digital
  - Segments, KPI's and scores
  
4. **CDP:** We provide Customer Data Platform “big data” services to help you make better, more predictively accurate, more timely and more personalized judgments and decisions with respect to your marketplace, audience, and customers. This impacts sales/BD, customer service, marketing, and executive leadership.
  - **Greeter cards on demand:** omni-data screen-pop with full prospect/customer profile
  - **Personalized commercial journeys:** process automation and real time interaction management with predictive alerts
  - **Customer Scorecards:** P&L per customer, with critical KPI's and trends
  - **Marketing segmentation & compliance studio:** segment builder

