Professional Services/Consumer/B2C

Consumer Empowerment Strategy

From Control to Collaboration

Companies no longer control information about their offerings as they once did because customers increasingly use Web 2.0 and social networks to find each other, share experiences and mobilize attention and support globally. This is a general trend, but what does it mean for your company and competitors? How do you position yourself to engage customers and make this trend help you become more competitive?

Consumer empowerment is unsettling for many marketers because customer communication is unbridled, unsanitized and unscientific. Moreover, customers energize each other through their interactions. Consequently, too many marketers do not know what many of their customers and prospects "really feel" in an online social context.

The CSRA Approach

Based on your scope of interest, we identify consumer empowerment (or "customer" if B2B) activity relevant to your business, product or service set. Then we reexamine your core value proposition in light of consumer empowerment and evaluate how aligned you are with customers. This alignment is the key to building the relationship.

Then we create a future state and strategy to achieve it. We help you to implement your desired future state by mentoring your team and proxies while they recalibrate their expertise and skills and learn how to be effective in the new milieu. We advise you on selecting or creating venues in which to communicate with customers and other stakeholders. We mentor your representatives on the art of balancing their individual and employee roles.

As we complete pilots, adjust your approach and things solidify, we work with you to integrate and rationalize your empowerment approach with your other marcom activities.

Innovation

Your strategy may call for engaging customers in product and service innovation. In these cases, we will help you to create an adoption plan. This is a blueprint for building customer trust as well as increased interest and engagement.

Social Network Strategy and Programs

Social networks significantly reduce transaction costs, and we help your company to understand how you can use them to shorten sales cycles, enhance customer satisfaction and engage customers in innovation initiatives. We advise you on creating a realistic strategy that is appropriate for your goals and your clients' expectations. Then we will help you to create pilots, initiatives and programs.

For Additional Information

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