



Iomega CRM Road Map

*Project highlights include;
 Conceptualizing the Customer
 Lifecycle and Touchpoints,
 Defining Success Metrics, and
 Prioritizing the Action Plan*



The Challenge

Along with facing increased competition and a market slump, Iomega served customers who were becoming more selective and thus demanded better customer service and interaction. The VP of Customer Advocacy was charged with creating a three-year road map to ensure that the company exceeded customer satisfaction in every aspect. To achieve this goal, the VP needed a better customer lifecycle management process, assessing current projects, and aligning departmental objectives.

The Solution

Silicon Space organized and facilitated a 2-day strategic planning session for the global Iomega executive team. The main priority of the meeting was to conceptualize the customer lifecycle, and then identify and rate each customer "touch point." Based on this information, Iomega could determine how each "touch point" could be improved and how the improvements could add to the bottom line. Silicon Space helped executives identify how each of their respective departments could improve customer relationship management and agreed to an action plan that mapped out high impact initiatives for the next three years.

The Result

By implementing and continuing with the CRM action plan, Iomega has increased customer satisfaction and improved customer support management, which led to high customer loyalty and retention. This has helped increase revenue while lowering costs and allowed Iomega to outperform the competition.

ABOUT SILICON SPACE

Headquartered in San Diego, Silicon Space Inc. is a leading provider of custom, web-based enterprise software solutions. Since 1996, Silicon Space has worked with large enterprises, mid-sized companies and smaller high-growth firms to create robust, customized and extensible solutions using the latest web technologies and development practices.

With four main practice areas: Custom Enterprise Search Solutions, Web-based Application Development, Systems Integration, and Outsourced Product R&D, Silicon Space has served such clients as Hewlett Packard, Disney, Harcourt, Overland Storage and the US Navy.

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