

# Insights: Understanding Your Customers



## TALE **ACTION** EVENT

Attend our **free event** to get to know your customers' needs and build profitable relationships.

*Do you know your most valuable customers, or the most loyal?  
Do you have an effective strategy for acquisition and retention?  
Can you use your customers data across the supply chain,  
through specific touchpoints and channels?*

You will be introduced to the value of your customer's data and how to gain benefit from it as part of your marketing strategy.

Our event is designed to equip you with a set of data driven analysis techniques to help devise incentives/offers. It will highlight the core methods of profiling and use in client acquisition. There will be examples of successful marketing retention campaigns.

The focus is on developing marketing strategies that can be used by an SME, including the enhancement of customer experience to drive new revenue and gain competitive advantage.

TALE **ACTION** EVENTS are hands-on sessions: attendance is limited to a small group of delegates. The aim is to prepare action plans, with the focus on practical methods and examples.



# TALE **ACTION** EVENT

Attend a session with our coach  
seeing practical results in industry



## OUR EXPERT CAN GUIDE YOU TO:

- Pick the right tools to analyse data
- Extract information to align the company proposition to customer needs, satisfaction and loyalty
- Create a picture of your customer journey – to provide a very easy visual format to make decisions
- Work with your staff to monitor customer support, manage client relationships and ensure consistent customer experience
- Use data to evaluate sales efforts and measure the performance of marketing activities and brand reputation

This is a TALE **ACTION** EVENT: with a focus on practical methods and examples, delegates should expect to leave with action plans

## WHO IS OUR EXPERT?

**Dr Maged Ali** – Senior Lecturer of Digital Marketing, Essex Business School, University of Essex



Dr Ali is an expert in Marketing and Information Systems.

As a business consultant, Dr Ali has helped companies to develop more effective marketing strategies, advising on the best use of technologies as well as systems leadership and digital/social media.

Your Business Support Facilitator can assist you with booking your place on this workshop.

Alternatively book now on [www.tale.org.uk](http://www.tale.org.uk) or call 01206 764778.

TALE is ERDF funded  
[www.tale.org.uk](http://www.tale.org.uk)