



# **FUTURE OF CRM**

**MASSIVE ROCKET**

**INSIGHTS**

**VOL 1**

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When CRM is done right, your customers end up **loving your brand**. There is so much opportunity to differentiate from your competition when you **leverage data** in a thoughtful way.

**MASSIVE ROCKET**

**Aleksandra Varakina**

CRM Team Lead



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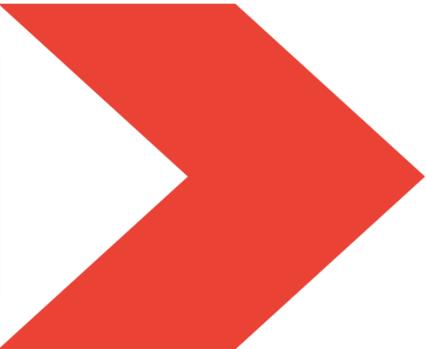
Nowadays, you have many competitors targeting the same audience as you. If you don't centralise your offer around the customer, they will go to another supplier. It's not only about gaining customers. It's about not losing them.

**Rabobank**

**Joost Lobbes**

Innovation Manager

**MASSIVE ROCKET**

**START WITH**  
**CUSTOMER**  
**DATA** ■■■■■ 

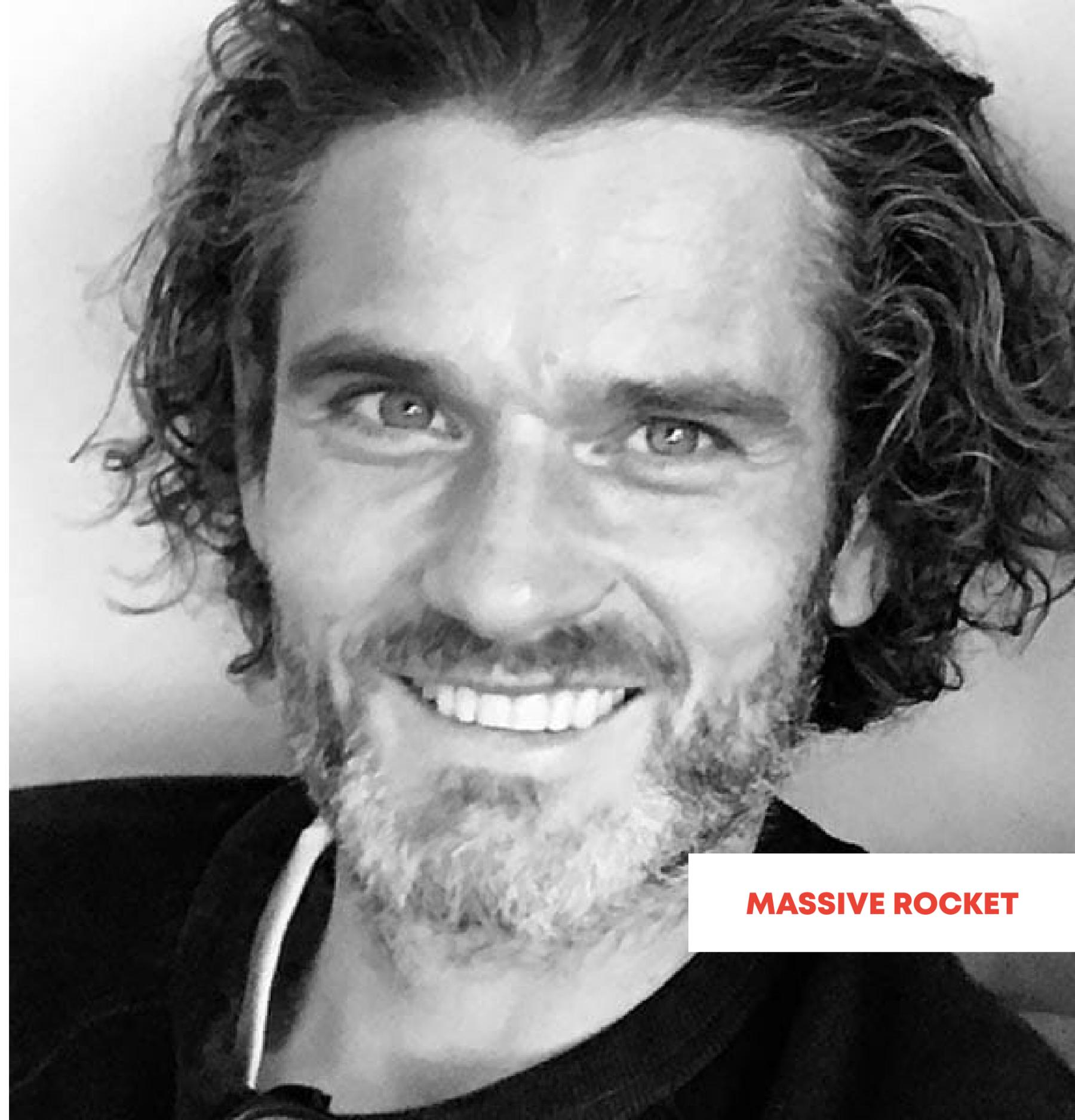


Theoretically, you want to capture every single point of customer data, but the problem is - **every piece of data has a cost attached to it**. If you don't use the data to create value, it is basically a liability and cost.

**CLARK**

**Nicholas Goubert**

Chief Product & Technology Officer



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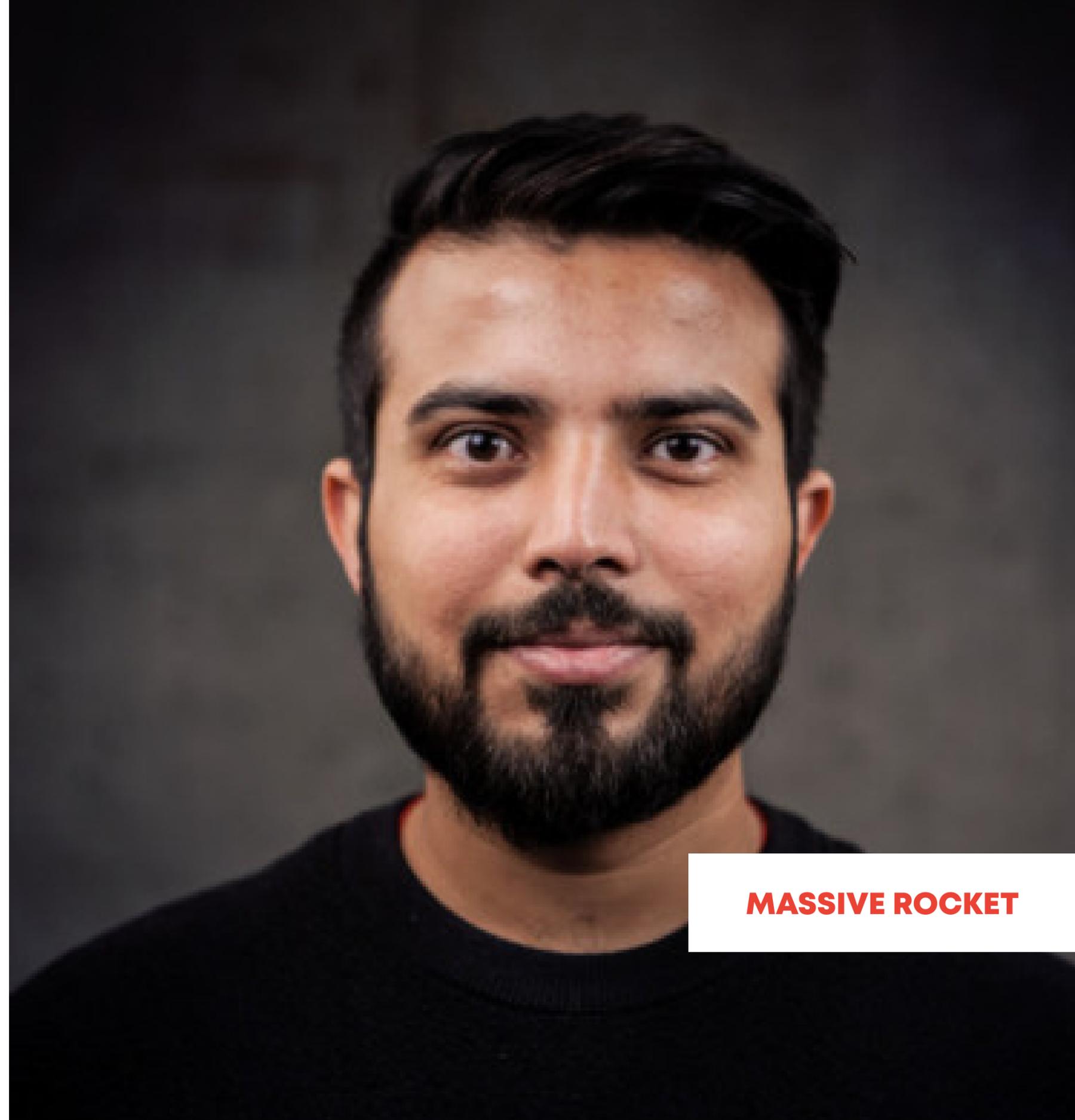


The biggest challenge I've seen is **data silos and disjointed CRM teams**. You need to select a proper CRM team that consists of data, strategy, engineering, and content teams to support all your CRM processes.

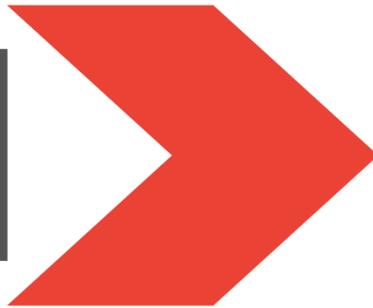
**PH\*TOBOX**

**Amit Kumar**

Head of Marketing Technology



**MASSIVE ROCKET**

**GET** |||||   
**INSIGHTS**

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It's super important to work with someone who **understands the limitations of data sets** and handles them properly. Don't focus on having tons of data, but try and extract insights.



**Magnus Bjerg**  
Digital Journalist



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Think about the value that your communications are offering to your customers outside of just trying to get them to buy more from you. When a customer buys something from you, they are helping your business, but **how are you helping them?**



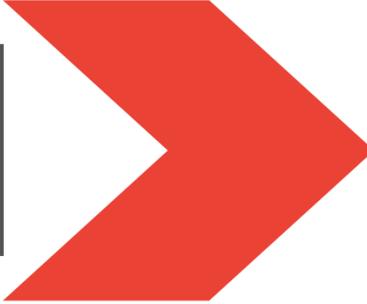
**League**

**Cristina Mendes**

Senior Manager, Member Marketing



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**TAKE** |||||   
**ACTION**



**Build user habits.** There are a set of users that are going to see the value right away, and there is a set of users that are going to need a little push, and CRM can be supporting both events.



**David Rivier**  
Chief Product Officer



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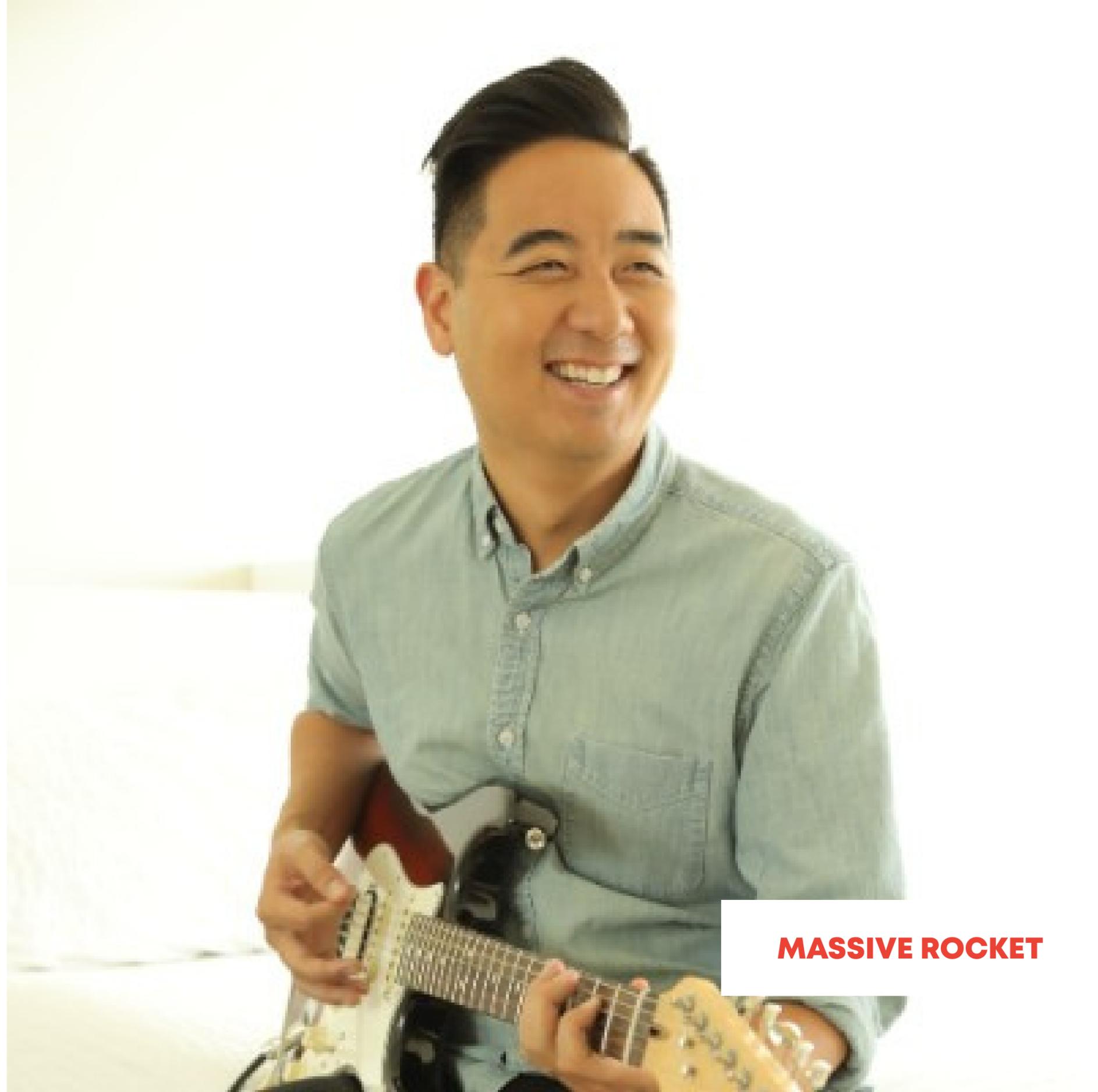
The future of CRM is in the individual communication - each customer receiving personal communication that motivates, encourages, nurtures them - it's not all about converting but developing a relationship with the customer and the brand.

Don't look at the purchase, look at the LTV.

*Fender*

**Cliff Kim**

Director of Insights & Analytics



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Base your product experiences and CRM engagements on a foundation of **real-time data**. This is how you build intimate customer relationships, increase engagement and create **Human Experiences** at scale.

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**Jessica Froude**

CRM Strategy



# MASSIVE ROCKET

MAKING BUSINESSES

MORE HUMAN

DATA + CRM

