

Maximize Your Return-on-Investment (ROI)



Direct Alliance works with a Client to profile customers, segment the database, and align account management to maximize ROI from marketing dollars.

Sample

	Phase	Responsible Organization	Duration	Description
I	Customer Profiling	Direct Alliance	3 months + Launch	» Dedicated resources provide outbound calling to gather specific customer profile information for customer segmentation analysis.
II	Customer Segmentation	Client	1.5 months	» Resources analyze customer profile data to form segments and identify value proposition, account management tactics, and sales processes associated with each customer segment to increase share of wallet.
III	Account Management	Shared	12 months + Launch	» Dedicated account management resources for each customer segment includes: “owning” a defined book of business to develop personalized relationships, creating a strong perception of Client brand and services, and retaining customers to increase total customer value.