



Voice-of-the-Customer Marketing: A Revolutionary 5-Step Process to Create Customers Who Care, Spend, and Stay

Ernan Roman

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Learn how you can use the revolutionary five-step marketing process that helped Microsoft, NBC Universal, and IBM achieve *double-digit increases in sales*.

"When HP uses the Voice of the Customer methodology, our marketing campaign results improve dramatically: response rates improve 3X to 10x, sales increase 2x or more, and we can spend far less to get great results. When we don't use VOC, our results can suffer greatly." -Garry Dawson, Hewlett-Packard, Americas Advertising and Direct Marketing Manager

"Ernan is a leading expert in creating disciplined "Voice of Customer" driven marketing processes. If you want to move from just talking about VOC to being a leader in implementing it, you must read this book." -Fred Neil, Global Head of CRM, Dell

"The clearest and best book yet published on the subject of Voice of the Customer marketing principles. In this hands-on tutorial, Ernan takes you through the steps that can transform your business, putting your customers at the center of defining what is relevant and what will drive deeper engagement." -Bernd Schmitt, Professor, Columbia Business School, Author of Customer Experience Management and Big Think Strategy

In *Voice of the Customer Marketing*, Ernan Roman, the award-winning marketing guru who created the IDM (Integrated Direct Marketing) and Opt-in marketing methodologies shows you a proven, step-by-step process for understanding the expectations of your customers and prospects for more effective relationships and deeper levels of value. He then demonstrates how to use these insights to develop high impact, high return relationship marketing strategies and action plans which generate consistent *double-digit increases in response and sales*.

The book's numerous case studies demonstrate the most effective uses of Voice of the Customer marketing in action, *and* the most frequent mistakes marketers make-trying to "manage" customers rather than continually engaging them.

This book is essential reading for all marketers, whether in Fortune or Growth sized companies, who want dramatic increases in sales and marketing effectiveness.

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