Crafting a Full-Bodied IL Program:
Using CRM as a Strategic Framework to
Maximize Value

Lea Briggs, University of New Mexico  lbriggs@unm.edu
Lora Leligdon, Dartmouth College  Lora.C.Leligdon@Dartmouth.edu
Todd Quinn, University of New Mexico  tq@unm.edu

Strategy Development*
Where are we and what do we want to achieve?
Who are the customers that we want and how should we segregate them?

Value Creation
How should we offer value to our customers?
How should we maximize the lifetime value of the customer we want?
**Multi-Channel Integration**

What are the best ways for us to get to customers?
What are the best ways for customers to get to us?
What does an outstanding customer experience, deliverable at an affordable cost, look like?

**Information Management**

How should we organize information on customers?
How can we ‘replicate’ the mind of customers and use this to improve our activities?

**Performance Assessment**

How can we increase profits/resources and value?
How should we set standards, develop metrics, measure our results and improve our performance?

*Process questions all taken from: