



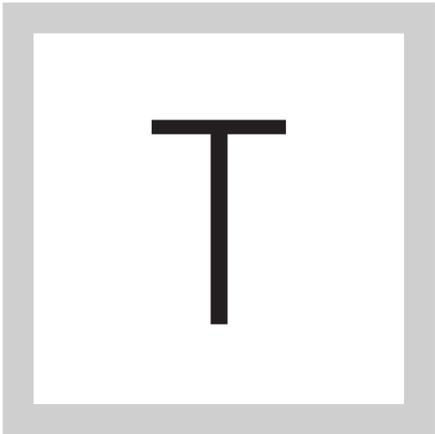
> *E-Guide*

CRM: THE INTEGRATION AND CONSOLIDATION PAYOFF

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Integrate customer data for a solid social media business strategy

Mohegan Sun bets big on Infor CRM across sales, service and marketing



O MOVE AHEAD with CRM, especially when social networking is concerned, companies must integrate consumer data and support seamless interactions with employees

who can build solid customer relationships. This strategic approach calls for the combination of sales force automation, supply chain management, financial management, human resource management and more – with a centralized data repository at the heart. Considering that multitude of moving parts, a formal plan of action is essential. In this e-guide, find out why companies that approached social CRM with a prescribed strategy found a higher level of success than those that did not. Read on to learn how Mohegan Sun consolidated CRM across sales, service, and marketing to optimize odds of success.

INTEGRATE CUSTOMER DATA FOR A SOLID SOCIAL MEDIA BUSINESS STRATEGY

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Once a company's culture has undergone profound changes, it's time for executives and employees to start thinking about the state of technology to implement a social media business strategy.

Many legacy business processes were designed years ago in more stable, predictable environments. But we are operating in a more dynamic business-technology climate, and organizations that use dated systems and approaches won't properly adapt to customer demands.

To be effective today, sales reps need up-to-date tactics and processes more closely aligned with customer buying patterns. And these processes should be flexible enough to address the sudden impact technological developments have on customer behavior. For example, salespeople now monitor social media to keep track of what customers talk about online, giving them an opportunity to grab consumers' attention with relevant information about a product.

Another sales tactic is trading contacts in a crowdsource community, such as Data.com, so salespeople can reach customers outside their direct networks.

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They also leverage content on sites such as SlideShare and Docstoc to build relationships with prospective customers.

And they use sales intelligence tools to make the most of data from social and traditional sources to improve the chance of a sale. For example, language-learning software company Rosetta Stone's corporate sales team recently reported it had increased its lead-to-opportunity conversion rates by 22%, win rates by 12% and average deal size by 33%. The team did it by combining social and traditional business information to focus on the customers that were ready to buy.

To move ahead with social CRM, companies need to integrate consumer data and support seamless interactions with colleagues and managers who can build solid customer relationships.

This strategic approach to social CRM calls for combining sales force automation, supply chain management, financial management, human resource management and more. At the heart of such an approach is a centralized data repository that streamlines the salesperson's access to production data, invoicing history, service records, account information and opportunity records, including making a customer's interaction history accessible to everyone. On top of that, social media tools need to be connected to all internal processes. That

way, they will be optimized to anticipate customer needs, giving companies the best chance for success.

SOCIAL MEDIA BUSINESS STRATEGY PAYS OFF

Companies that approached social CRM with a formal strategy found a higher level of success than those that had no formal vision, according to a survey my company conducted last year of more than 600 small and medium-sized business executives.

In 2011, 11% of business users whose company was following a social CRM strategy said they were satisfied with the impact their social activities had on website traffic, while 9% were satisfied with the impact on lead and sales generation. In 2012, those numbers were 26% and 22%, respectively, marking year-over-year increases of 137% and 144%. While users following a strategy reported impressive annual growth in important business areas, only 5% of users without one were “very satisfied” with lead and sales generation in 2012, the same figure as in 2011.

The dramatic increase in satisfaction by users following an approach may explain the value of social tools. Thirty-eight percent of such users said they were “very satisfied” with customer engagement on Twitter, compared with

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11% of users who didn't follow a strategy. On Facebook, 51% of users with a strategy said they were "very satisfied," compared with 23% without one. And on LinkedIn, 42% of users following a strategy said they were "very satisfied," compared with 17% who weren't.

Perhaps more important, especially in the age of the empowered customer, social CRM users with a strategy are four times more likely to feel they are capturing the voice of their customers and two times more likely to have better or more meaningful interactions with them.

BRENT LEARY is co-founder and partner of CRM Essentials LLC, an Atlanta-based CRM advisory firm covering tools and strategies for improving business relationships. He is also an author, public speaker and blogger. In 2009, he co-authored *Barack 2.0: Social Media Lessons for Small Business*.

MOHEGAN SUN BETS BIG ON INFOR CRM ACROSS SALES, SERVICE AND MARKETING

When it comes to collecting data, perhaps no industry captures as much information about its customers' habits as the casino industry.

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What tables they play, what times, how often and what they drink -- casinos often track all of that information, particularly for the high rollers.

Yet for years, Mohegan Sun in Uncasville, Conn., has used as many as 12 CRM software applications in its contact center.

Now, with new casinos expected to increase competition in the Northeast, Mohegan Sun wants to better understand its target audience. The casino has put its money down on an Infor suite of CRM software programs with the goal of finally integrating all its customer information.

Mohegan Sun will implement Infor10 CRM Enterprise programs across its marketing, sales and customer service departments to better entice, sell and serve those who like to gamble, eat dinner and take in a show.

“We see it as an opportunity to upsell and cross-sell,” said Chris Friday, Mohegan Sun’s senior vice president of information technology. “We didn’t have that function before.”

Not only that, but Mohegan Sun didn’t offer much of a technological incentive to prevent call center agents from leaving. The patchwork of CRM systems the casino had used in its contact center required as many as six months of training, frustrating agents and pushing many of them out the door. Friday estimates the casino’s contact center has nearly a 50% staff turnover rate.

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“You’re training people on 10 to 12 systems and then on the phone with very little added value,” Friday said.

CASINO RIVALRY HIGHLIGHTS NEED FOR BETTER CRM STRATEGY

Even though it’s the second-largest casino in the U.S., Mohegan Sun decided it couldn’t keep rolling the dice with CRM, especially when it will soon face more competition.

Foxwoods Resort Casino, one of the biggest casinos in the world, has famously competed with Mohegan Sun in Connecticut for years. But in the next few years, neighboring Massachusetts has plans to build three new casinos, and there’s legislative talk of allowing gaming tables in Rhode Island and New York -- all potentially peeling away customers from Mohegan Sun and Foxwoods.

“Our prime competitor was Foxwoods,” Friday said. “In five years, we could see a much more competitive environment in the Northeast.”

Mohegan Sun will first implement Infor 10 CRM Enterprise Sales & Service, which will, among other functions, allow the casino’s player development and host groups to make private notes for players and create private events for those gamblers.

Then, by fall, the contact center will start to use Infor10 CRM Enterprise

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Service, which will book all sorts of reservations and have the information flow directly into all existing Mohegan Sun applications. And by year’s end, the marketing department should have use of Infor10 CRM Enterprise Interaction Adviser, a program that predicts customers’ preferences.

At the very least, an integrated CRM software system should reduce the training time of call center agents and lend to improved morale, Friday said. “We believe, to some extent, there’s a frustration factor,” he said of the disparate systems used until now. “Bringing in a system like Infor might help.”

Friday also hopes the Infor system reduces the time an agent speaks with a customer. More time can be spent selling the customers what they want because Interaction Adviser will give agents a better idea of what patrons like to do when at Mohegan Sun, he said.

For instance, knowing if a customer wants a non-smoking room, prefers lamb chops at Michael Jordan’s Steakhouse -- one of the more than 20 restaurants at Mohegan Sun -- or wants to play blackjack for two hours before strolling to a roulette table will help book a stay. If an agent knows a customer likes oldies rock, it will make it easier to suggest staying at the hotel on the night The Beach Boys perform.

Agents will also know who’s a high roller and can arrange time with a

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“player development representative,” employees with one-on-one relationships with deep-pocketed customers.

“We really see ourselves having a more personalized relationship with our customers,” Friday said. “The more information we have about their preferences...we think we can make better recommendations to them.”

Right now, about 75% of Mohegan Sun’s CRM initiatives occur through the contact center, but the casino hopes the Infor platform will create a more vibrant Web connection. With the new technology and marketing strategies, Friday would eventually like to see the CRM strategy split evenly between the contact center and the Web.

One day, Mohegan Sun would like to run an advertising campaign that entices customers to call or use a Web channel, and then be greeted with a tailored sales offer. It is the sort of complete CRM that Mohegan Sun has long wanted to use.

“It’s knowing what type of vodka they like and have it waiting for them in their hotel room,” Friday said.

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