

New Customer Insights Study Reveals How Marketers Are Prioritizing Their Time Post-COVID



Cleveland, Sep 5, 2020 ([Issuewire.com](https://www.issuewire.com)) - [ColemanWick](https://www.colemanwick.com), a customer analytics firm, has released findings from a recent study that explored how marketers are prioritizing their time given the current business environment caused by COVID-19. In this study conducted in August 2020, ColemanWick surveyed 258 executives who worked at small and mid-sized companies in the U.S. and who had budgetary oversight over their marketing budget.

The respondents were surveyed about whether they were currently prioritizing winning new customers, retaining customers, or trying to win back lost customers. The findings of this study can help marketers understand if they should be prioritizing customer acquisition or customer retention, as well as what steps they need to take to successfully achieve both.

“Many senior-level executives are uncertain if they should be primarily focused on customer acquisition, customer retention, or winning back customers who have defected since the pandemic hit,” explained Odell Coleman, Principal of ColemanWick. “That was the focus of our study, and the findings were very valuable. They revealed that companies that are customer-centric, regardless of whether they are focused on the acquisition, retention, or re-attracting lost customers, have the necessary tools and data to successfully acquire or retain customers.”

Businesses who could successfully achieve both customer acquisition and customer retention simultaneously had a few features in common. The majority utilized a voice of customer (VOC) program (78% of respondents), tracked Net Promoter Score (68% of respondents), and developed customer personas (64% of respondents). The full ColemanWick report explains these features in detail and highlights how other executives and marketers can create a customer-centric business themselves.

For those interested in downloading the full report to access this relevant data, they can visit the ColemanWick website at www.colemanwick.com.

About ColemanWick: ColemanWick helps companies listen to their customers. They are a customer analytics firm that helps companies drive innovation as well as increase customer satisfaction and revenue by utilizing predictive, prescriptive, and descriptive analytics. To learn more, visit their [website](https://www.colemanwick.com).

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