Creating More Customer Loyalty
"Something Old, Something New, Something Borrowed, and Something Blue"

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Agenda

• Overview of key customer touch points
  – Where the solid opportunities are
  – What's worked in the past and is still working
  – What's new and different for attracting new customers and keeping them

• Tips and techniques for building greater loyalty with customers
  "Something Old, Something New, Something Borrowed, and Something Blue"

• Leave with at least two ideas for creating greater customer contacts
  – Results: Clients calling for more services, programs, enrollments, consulting engagements, etc.
**Two Business Models**

**Open Enrollment**
- Mass marketing
- High fixed costs
- Brand sell
- Market improving
- Off-the-shelf
- On campus
- Brochure/application
- Shorter sell cycle

**Custom**
- Focused selling
- More Variable costs
- Relationship sell
- Market up
- Custom Developed
- Off campus
- Proposal
- Longer sell cycle
Marketing Mix

Cross-selling
Across the College and University

Public Relations
Articles, Speaking Engagements

Conferences
Networking & Professional Contacts

Advertising

Collateral mailings
Brochures, Flyers, Postcards, etc.

A Power – CMS
e-mails

Direct Mail letters

Telemarketing
Key Customer Touch Points

**By promotion**

**By event**
Key Customer Touch Points

By Person

• By ________________
• By___________
• By ________________
• By ________________
• By ________________
• By ________________
• By ________________
• By ________________
Something Old

- Prior personal web research
- Previous web redesign
- UNICON presentation
- Update from 2005 to 2006
Web Sites Re-evaluated

Babson  
Chicago  
Columbia  
Darden  
Dartmouth  
Duke  
Harvard  
IMD  
INSEAD  
London Bus. School  
Kellogg  

MIT  
Penn State  
Stanford  
Thunderbird  
UC Berkeley  
UCLA  
UNC  
U of Michigan  
U of Wisconsin  
Wharton
Factors Used For Evaluation

- Aesthetics
- Ease of navigation
- Information
- Highlights
- Positioning statements
- Issues
Something New

- Additional series of web sites to evaluate as to their Aesthetics (visual appeal)

**Aesthetics (visual appeal) –** **colors, contrasts, use of white space, layout that are easy to read, a look that is “Fresh and New”, use of photographs and graphics**

- Please select your Top 3 (i.e. #1 – Best, etc.)
Evaluation Sheet

Select 3 sites in the presentation you found most visually appealing

__Case Western  __Notre Dame
__HEC Paris  __Ohio State
__Hong Kong U  __Rice
__Ibmec São Paulo  __Simmons
__Indiana  __SMU
__Instituto de Empresa  __U of BC – Sauder
__ITAM  __U of Minnesota
__Melbourne  __U of Washington
__Michigan State  __U of Western Ontario
Something New

The opportunity:

• Key client – customized program on campus
• Worldwide attendees
• Most never been to Penn State before
• Create marketing for additional attendees
• Chance to promote the PSEP brand
• Sr. VP presents to BOD the following week

Creating More Customer Loyalty with …
Something New
Something Borrowed

• A way to highlight companies
• Fill up empty space
• Show growth of clients
• Create participant contribution
• Increase customer recognition with staff

Creating More Customer Loyalty with …
Something Blue

• Engage groups in what’s offered
• Internally promote Executive Programs
• Reach more alums
• Gateway to other services

Creating More Customer Loyalty with …
Something Blue

159,063 graduates annually pay ...
Recent Study

Executive Education Marketing Study - 03/22/06

Rank order the marketing activities as to the most used in the marketing of executive education programs with (1) highest through (9) the lowest

- Direct mail
- E-mail
- Web site
- Paid Advertising
- Editorial Placement
- Telemarketing
- Word of Mouth
- Networking and Professional Contacts
- Other
Recent Study

Executive Education Marketing - 03/22/06

Percentage of Marketing Activities

University A
University B
University C
University D
University E
University F
University G

No response
Calling campaign

Targeted at 600+ former attendees of Penn State programs

Past participant follow-up survey
Customer Loyalty

- For Executive Education, promoting the brand promotes the business school
- More segmentation, targeting, and specialization required to compete
  - Regional player
  - Global player
  - Functional player
  - Open vs. Custom player
  - Program length/format player
  - Management issues player
  - Management levels player
- Implementation of database marketing tools and techniques is key to compete
Executing the Total Solution

• You must deliver on the desired customer experience Before, During and After the program

• Quality content and faculty is key but delivering on best-in-class facilities, service, faculty interaction time, peer learning opportunities, application of course concepts, follow-up assistance, and staying in touch are critical to …

Creating More Customer Loyalty
Summary

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