You’re concerned with driving marketing performance and business strategy by managing and analyzing customer data from all sources. To demonstrate the business value of customer insights across the enterprise, your main objectives are to transform customer knowledge through social and digital intelligence, select marketing automation technology and service providers, and measure and optimize marketing performance across channels.

Research-Based Consulting To Guide Your Critical Initiatives

Working with thousands of your peers worldwide enables Forrester to identify common challenges that customer insights professionals are facing and to develop solutions based on our rigorous, objective methodologies. By demonstrating how to apply Forrester’s research and best practices to your specific initiative, consulting services are the most personalized way to engage with us.

Consulting is grounded in our playbook framework of integrated research reports, tools, and templates. Playbook-driven engagements provide guidance for each phase of your challenge — from discovering the underlying business opportunity to optimizing the results.

ADVISORY SESSIONS & WORKSHOPS

Through high-impact sessions with Forrester analysts, advisory engagements can help you internalize best practices, educate stakeholders, build consensus, or sharpen your team’s skill sets.

PROJECT CONSULTING

Not all challenges can be resolved in a day. Using the playbook framework, Forrester designs a custom engagement that delivers relevant, targeted guidance at the most crucial junctures of your initiative.

<table>
<thead>
<tr>
<th>DISCOVER</th>
<th>PLAN</th>
<th>ACT</th>
<th>OPTIMIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vision</td>
<td>Assessment</td>
<td>Organization</td>
<td>Performance Management</td>
</tr>
<tr>
<td>Landscape</td>
<td>Strategic Plan</td>
<td>Processes</td>
<td>Benchmarks</td>
</tr>
<tr>
<td>Business Case</td>
<td>Road Map</td>
<td>Tools And Technology</td>
<td>Continuous Improvement</td>
</tr>
</tbody>
</table>
Forrester’s Consulting Services for Customer Insights Professionals include the following, each of which can be modified for delivery as advisory sessions or workshops, or assembled into longer, more complex projects and programs:

**Develop a customer insights strategy and road map.** To win, serve, and retain customers, you must leverage customer data for optimal insights. Forrester assesses your current capabilities, organization, and technologies, creating a road map to ensure that your strategies succeed.

**Evaluate and optimize marketing metrics.** Customer measurement methods play a key role in business development and growth. Forrester helps you create a measurement framework through an assessment of current practices, and provides recommendations for enhancing program performance.

**Select the right marketing technology solution.** A marketing technology partner needs to be agile enough to support your dynamic organization. Our consulting experts assess your critical business needs such as omnichannel campaign management and digital intelligence. By evaluating vendors and platforms against your firm’s specific requirements, we can recommend the ideal solution.

**The Forrester Consulting Difference**

**DEPTH**

Forrester consulting experts and analysts work together to leverage the full breadth of our world-class research and proprietary data for every engagement.

**SPEED**

Forrester consulting experts can quickly develop tailored recommendations based on our portfolio of frameworks and methodologies.

**OBJECTIVITY**

Forrester remains independent of any technology bias or vendor influence and provides an external viewpoint that may challenge conventional wisdom in your business or industry.

**For More Information**

To learn how Forrester’s Consulting Services can inform and guide your decisions, please contact your account manager or email our team at consulting@forrester.com.