

Insights

One Picture is Worth a Thousand Words

How Many Do You Need to Make a Decision?

A geospatial map can reveal the past, present, and future in a glance, and also presents issues easily overlooked if only a narrative explanation were used. Adding geospatial mapping to current information systems provides a more complete picture of the challenge, leading to a more complete solution. Geographic Information Systems (GIS) help managers identify hot spots, gaps, trends, and progress, make informed decisions, and manage resources.

One example of how GIS can be used to clarify a situation is with the measurement of rising sea levels. ICF Consulting helped the U.S. Environmental Protection Agency (EPA) communicate the gravity of the potential rise in sea level predicted to accompany global warming. EPA can now better identify impact areas, target limited

resources to vulnerable areas, prepare adaptation plans, raise awareness, and communicate the need to adapt in a clear manner to the public. Part of the GIS solution includes statistics detailing the number of people, urban areas, and land use types affected by different sea level rise scenarios. These maps and data richly illustrate rising sea levels and their effects on communities, businesses, and natural areas.

For more information on ICF Consulting's GIS capabilities, please visit our Web site at www.icfconsulting.com/maps.

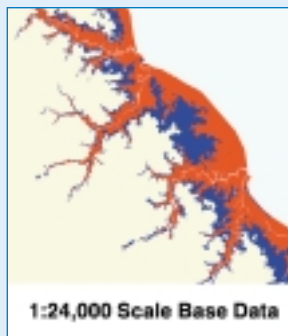
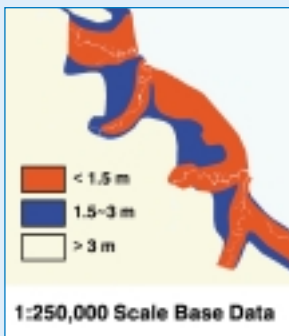
Customer Relationship Management

Much More than Technology

Mention the phrase Customer Relationship Management (CRM) to commercial or government managers and you will likely engage in a discussion about call centers, customer management software, voice recognition, routing systems, or any number of other technology solutions. These technologies are important; however, too often organizations overlook the other dimensions of CRM that are essential to the ultimate goal—to deliver a satisfying customer experience at a reasonable cost. Although this goal takes many forms (such as maximizing customer profitability or providing equitable, convenient, and cost-efficient service to citizens), the principles for success remain the same.

ICF Consulting has developed a framework to evaluate the overall health of your CRM approach and capabilities. This framework (below) reflects the philosophy that successful CRM begins with a solid strategy supported by operational and technological excellence and a customer-driven organization and culture. Our CRM framework covers a range of activities from identifying behavior-based customer segments to training and incenting front-line employees to

Potential Sea Level Rise



The 1:250,000 scale maps are available for the entire Eastern seaboard and show a regional view of sea level rise. The 1:24,000 scale maps are valuable in depicting sea level rise detail for more specific areas.

Perspectives

CRM Framework

Customer insight. Segment customers based on their differentiated wants and needs.

Customer offer. Leverage customer segment insights to develop tailored value propositions, brands, products and services, and most appropriate service channels.

Customer interaction. Manage and personalize each interaction during entire cycle, irrespective of channels used.

Customer-focused processes and technology. Seamlessly integrate processes and technology to enable superior delivery and minimize cost.

Customer-focused organization and culture. Manage front-line employees at all touch-points, and motivate back-end support staff to deliver on the promise.

provide customers with a pleasing and consistent experience. By prioritizing areas where your organization is CRM challenged, this approach enables you to quickly improve and align all of the elements key to your organization's ability to manage customer relationships successfully.

To learn more about ICF Consulting's CRM capabilities, please visit our Web site at www.icfconsulting.com.