

**CUSTOMER LEVEL**

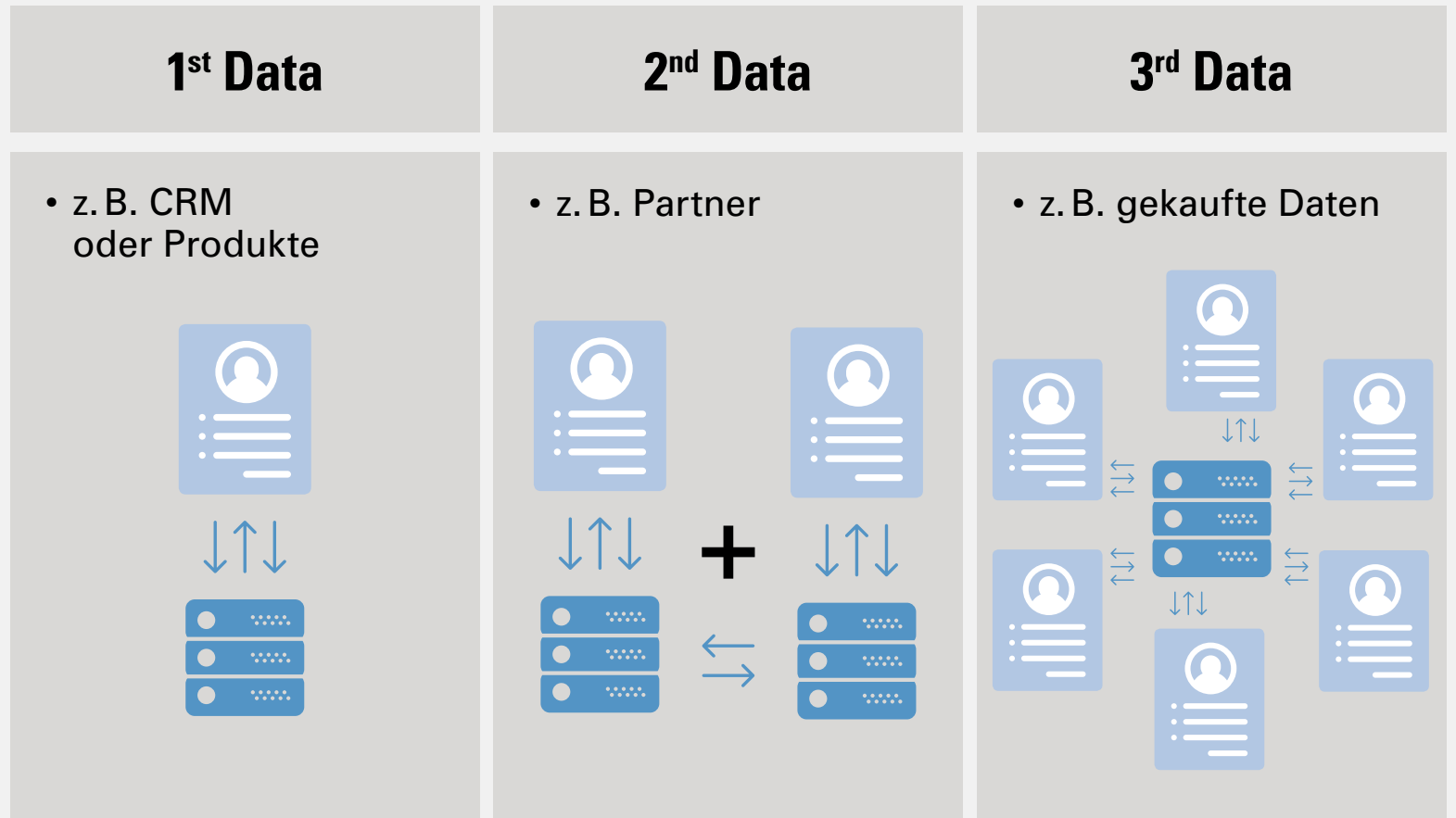


**PROSPECTS**

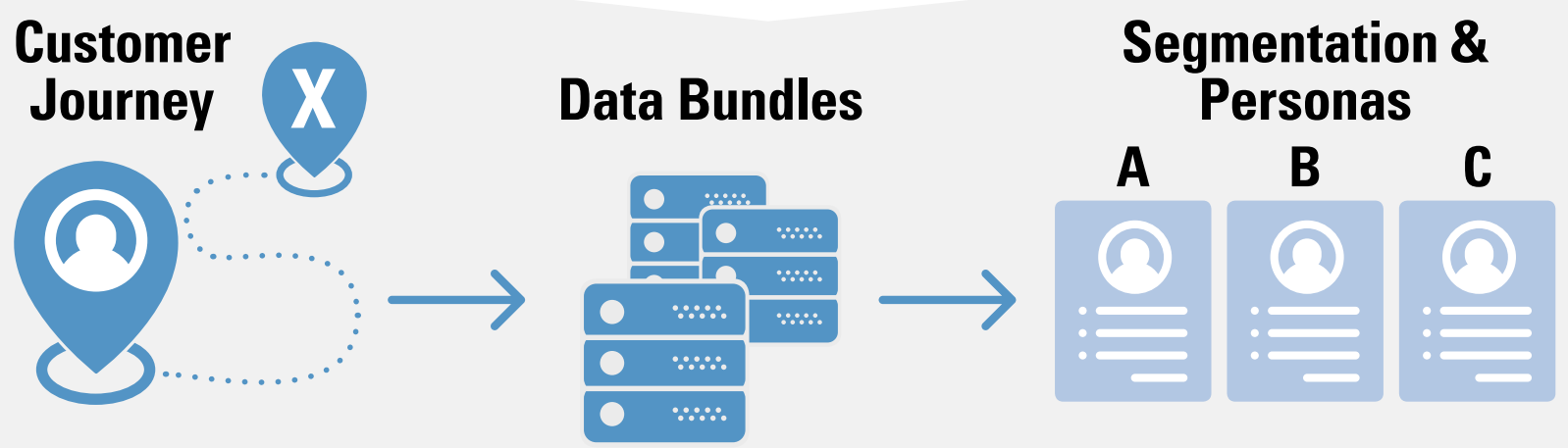


**EXISTING CUSTOMER**

**DATEN LEVEL**



**CUSTOMER JOURNEY & SEGMENTATION LEVEL**



**KPIs & USE CASES LEVEL**

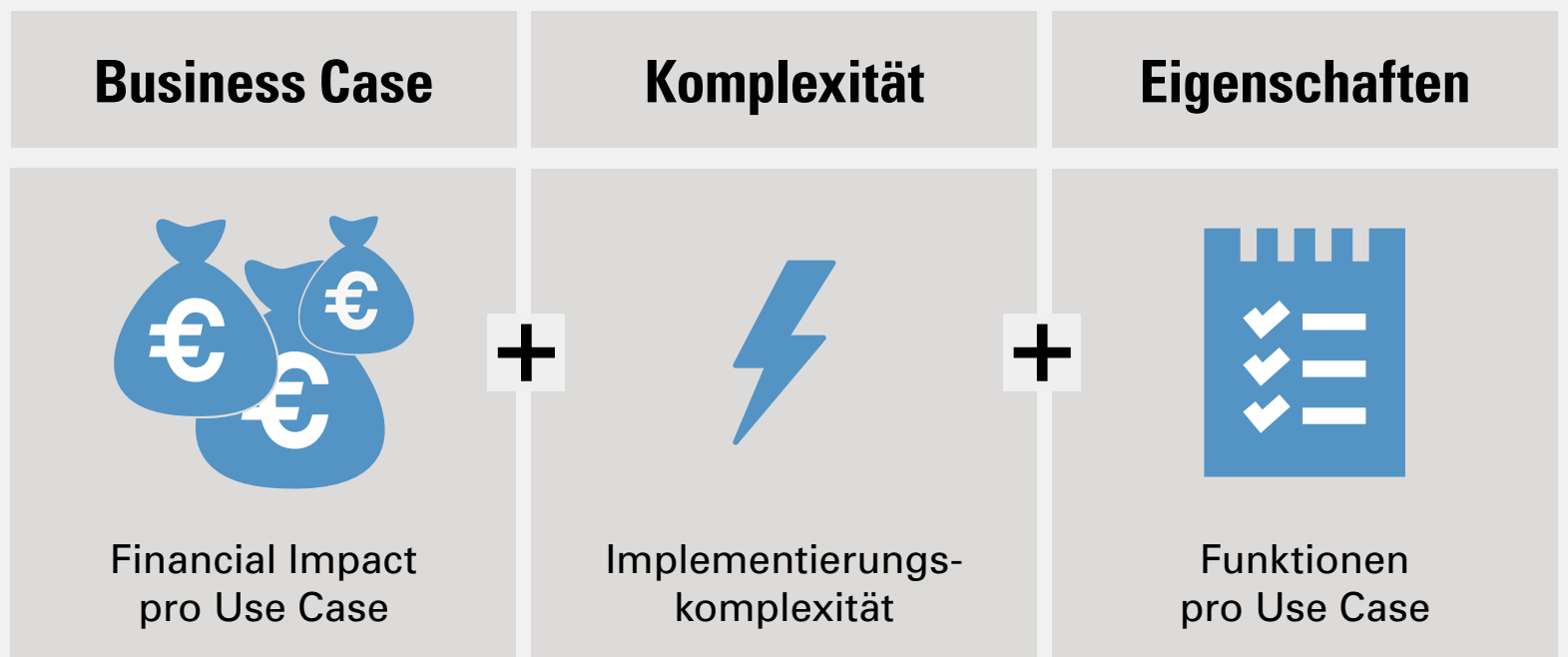


**BUSINESS CASE LEVEL**



	2017	2018	2019
Sales	...	...	...
??	...	...	...

**IMPLEMENTIERUNG LEVEL**



**Reihenfolge der Use Cases Implementierung**

## BEST CASE

Unternehmen  
arbeiten mit allen  
drei Tool-Arten



ANALYTICS  
TOOLS



ENGAGEMENT  
TOOLS



LISTENING  
TOOLS

