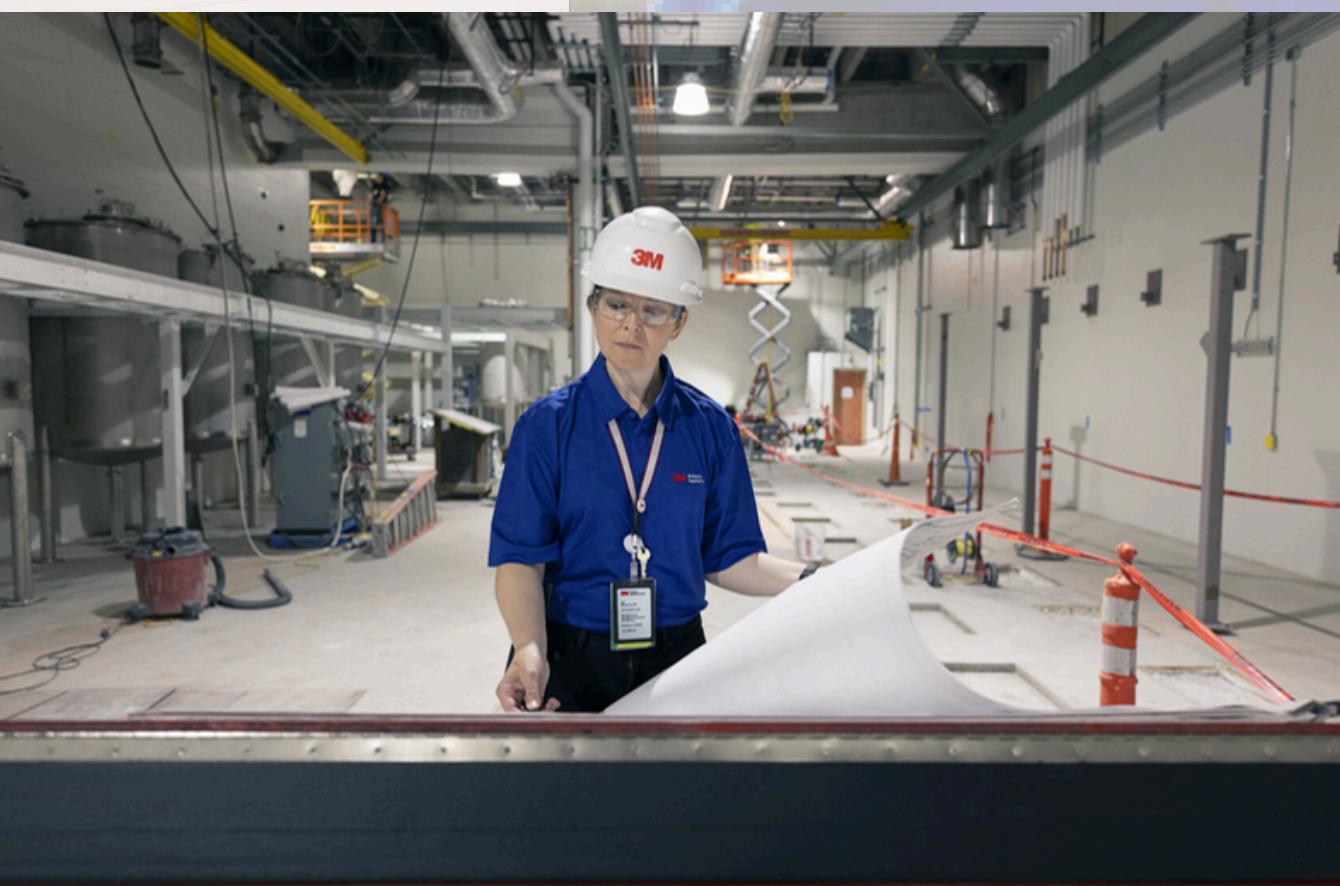
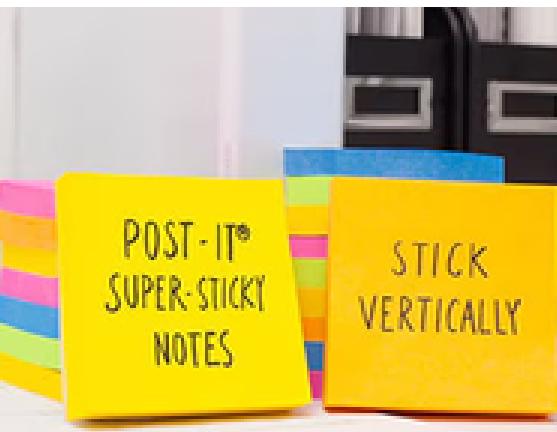


3M



CUSTOMER EXPERIENCE MANAGEMENT AT 3M

**CXM ASG 1
PRESENTATION**

**ZAVIER TAN
S10255651D**

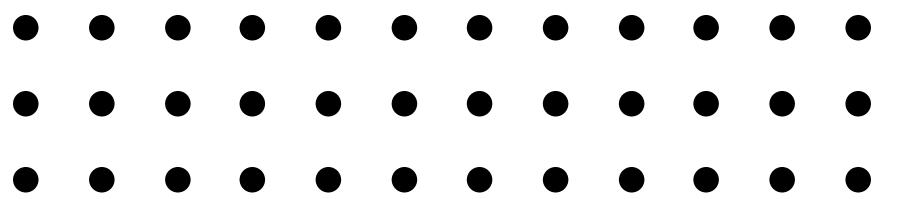
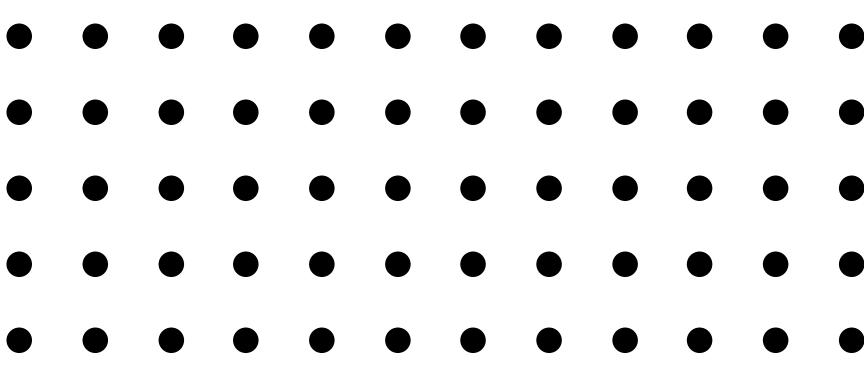
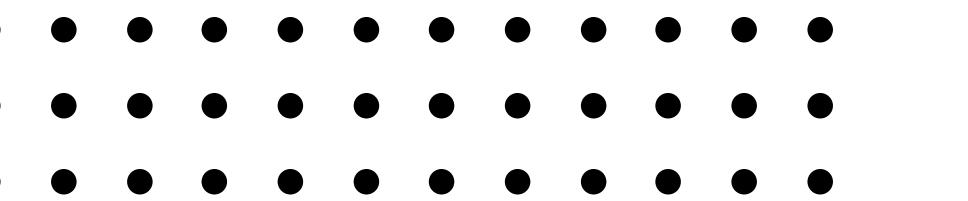


TABLE OF CONTENT

- Introduction
- Identifying Customers
- Differentiating Customers
- Interacting with Customers
- Customization of Customers
- Conclusion

A large, stylized word "TASK" is displayed in a bold, black, sans-serif font. The letters are thick and have a slight curve to them, giving it a dynamic feel. The word is centered on the slide.





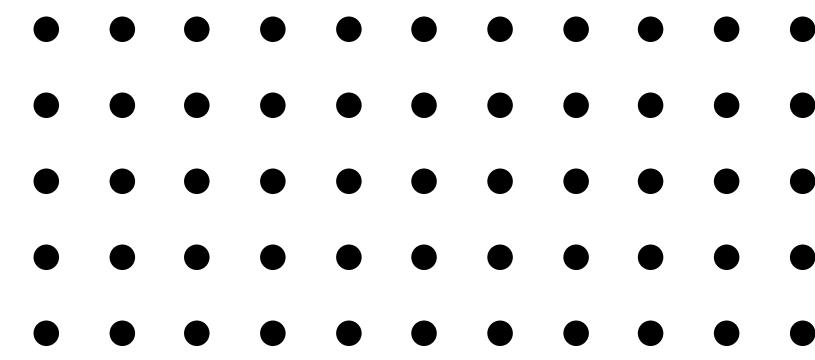
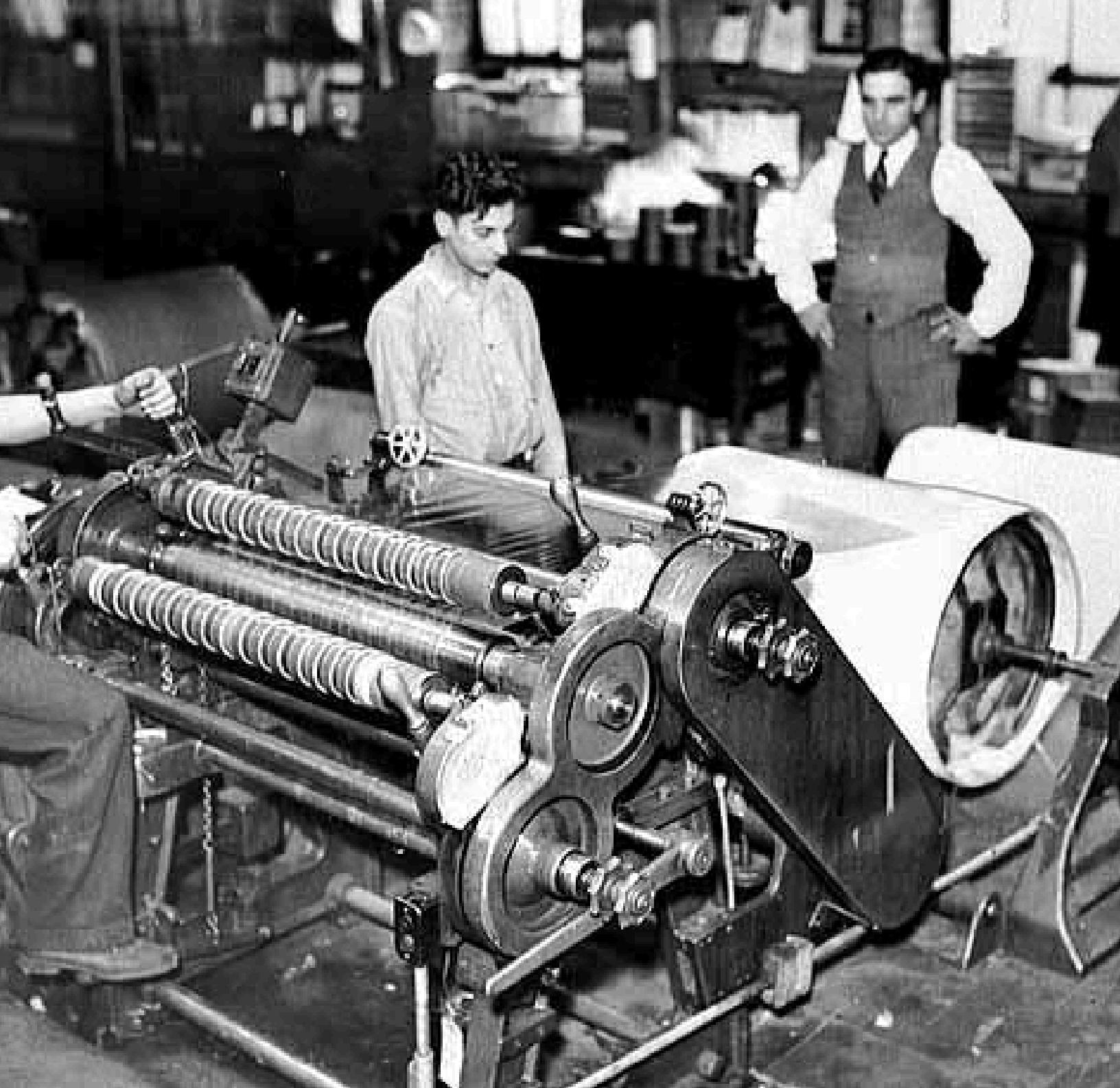
INTRODUCTION

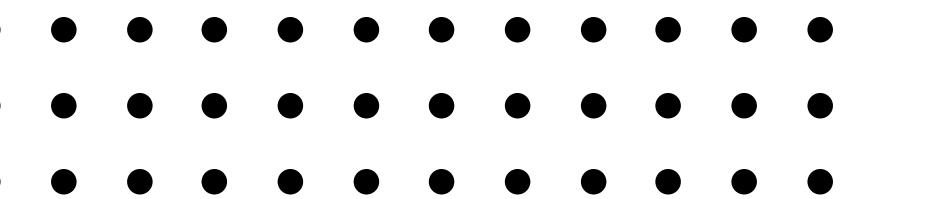
1902 – Humble Beginnings

1925 – Invention of Masking Tape

1980 - Introduction of Post-it Notes

Present - A global leader with diverse product offerings





PRODUCT CATEGORY

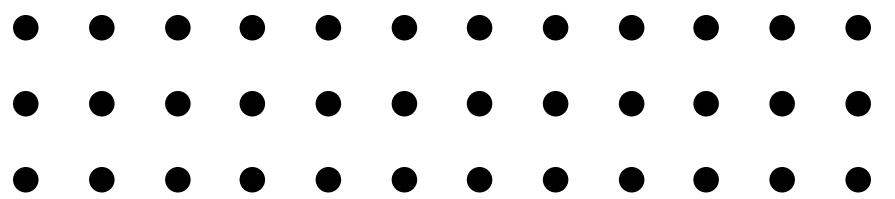
Key features and significance of Post-it Notes:

- Introduced in 1980.
- Designed for organization, communication, and creativity.
- Widely used in offices, schools, and homes.

Why Post-it Notes were chosen:

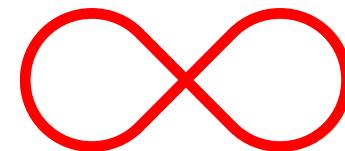
- Iconic 3M product.
- Appeals to a broad audience.
- Demonstrates innovation in customer customization.





IDENTIFYING CUSTOMERS

Understanding “Who the Customer Is”

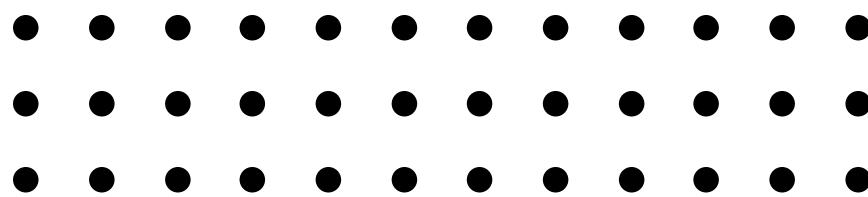


Recognizing “What the Customer Values”

Key Strategies Used by 3M

- Leveraging CRM Tools
- Conducting Surveys and Market Research

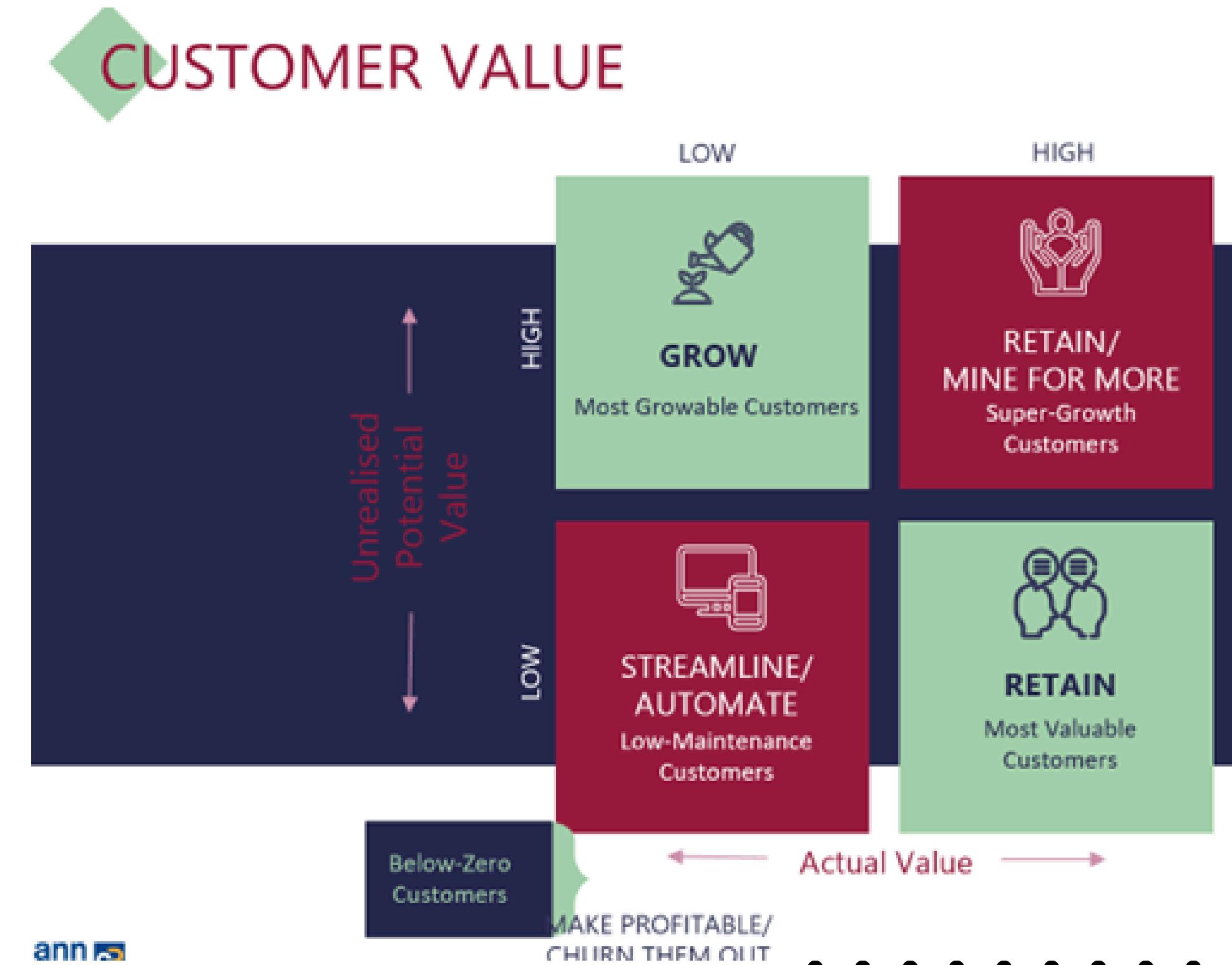


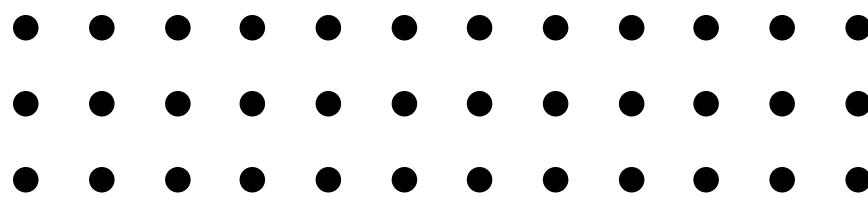


DIFFERENTIATING CUSTOMERS

Customer Segment

- Most Growable Customers
- Super-Growth Customers
- Low-Maintenance Customers
- Most Valuable Customers



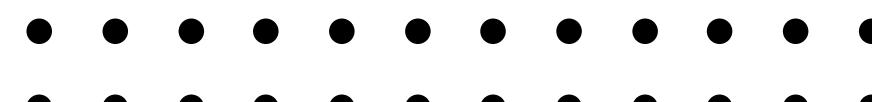
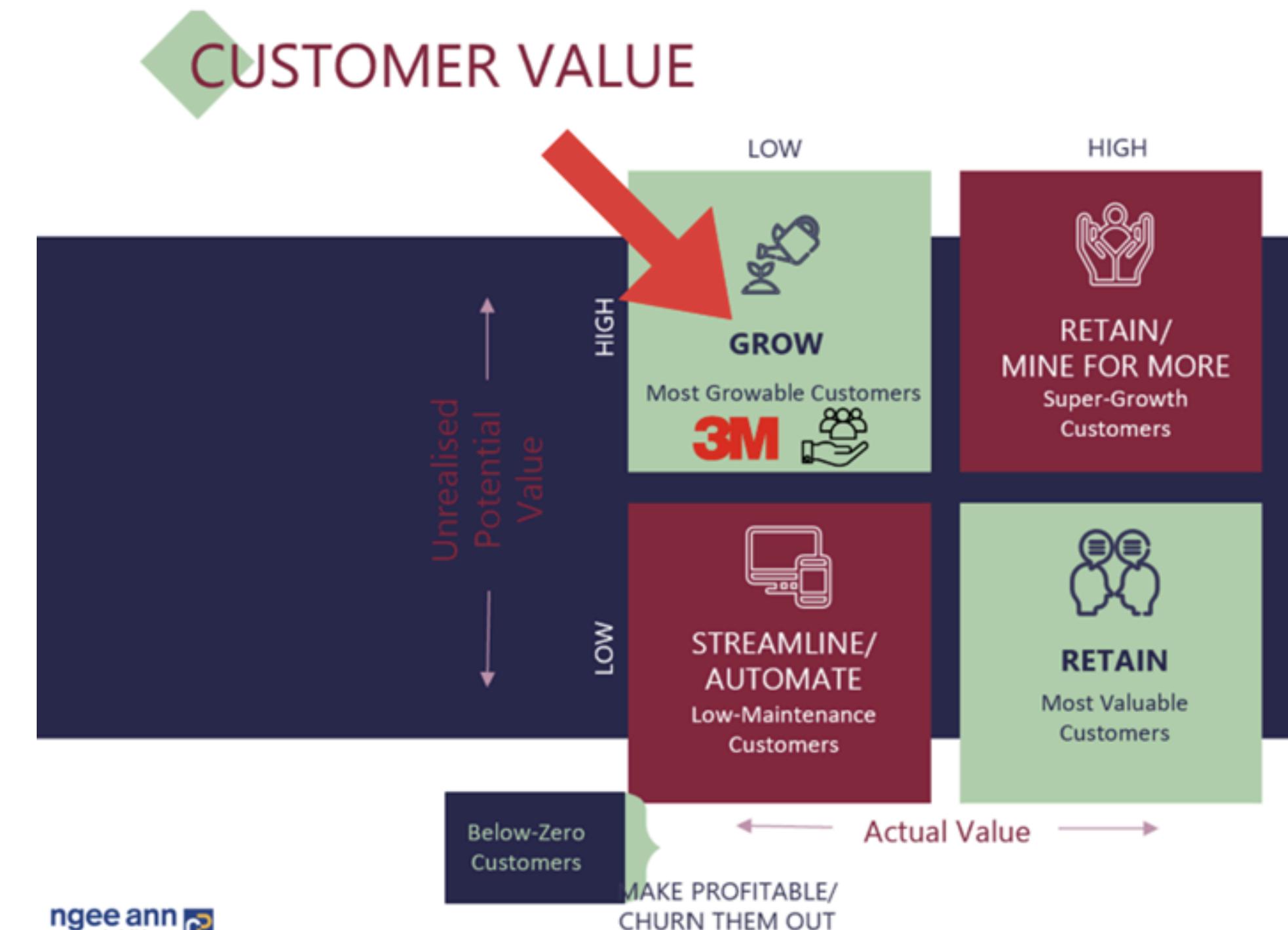


DIFFERENTIATING CUSTOMERS

STRATEGY

Most Growable Customers

- Cross Selling Opportunities
- Customer Education & Awareness
- Feedback Driven Personalization

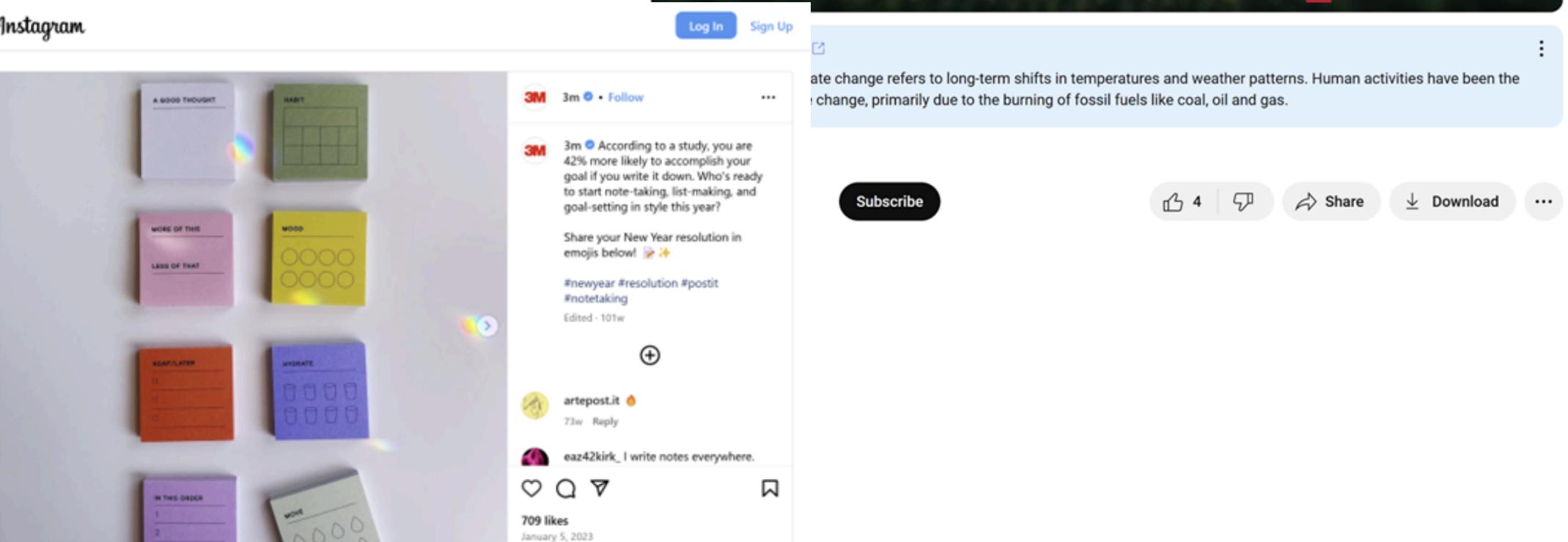
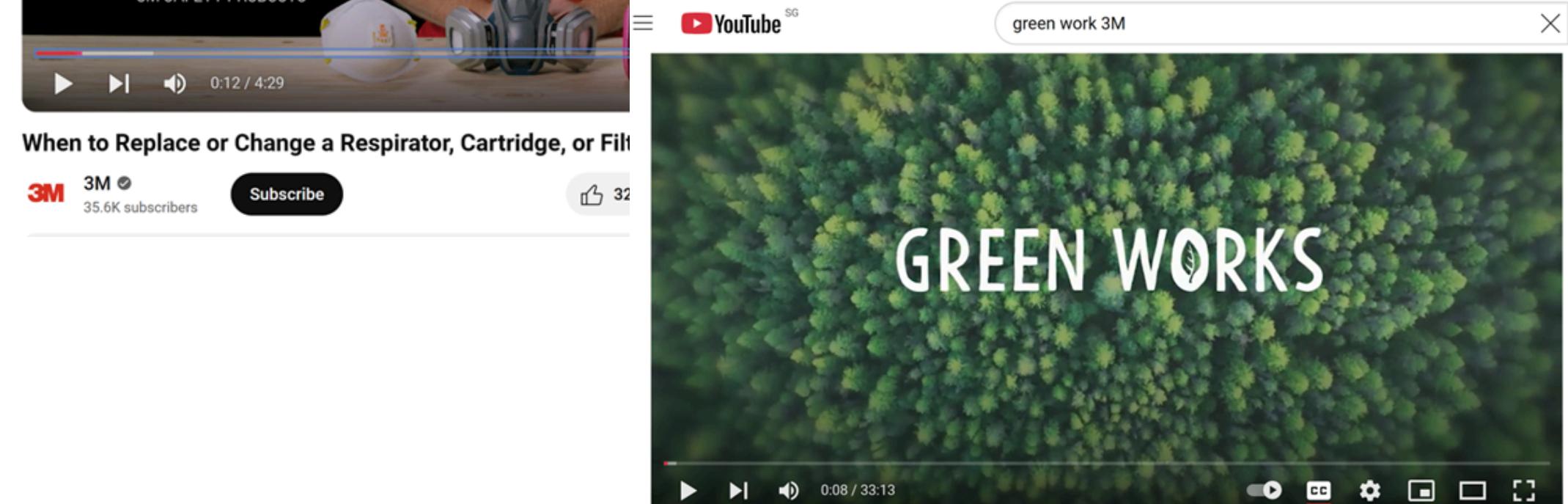


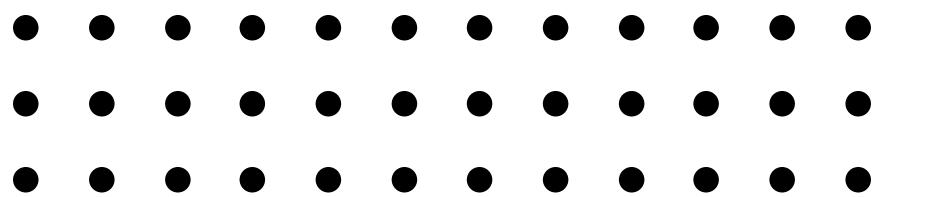


INTERACTING WITH CUSTOMERS

Key methods adopted by 3M on social media:

- Educational Content
- Active Engagement
- Highlighting CSR Initiatives

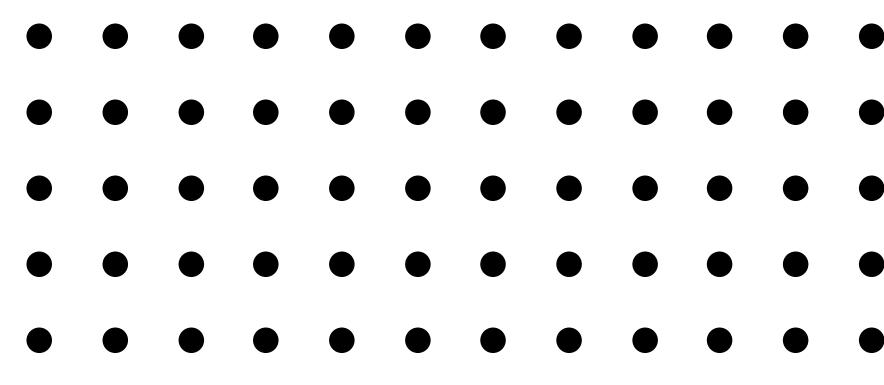
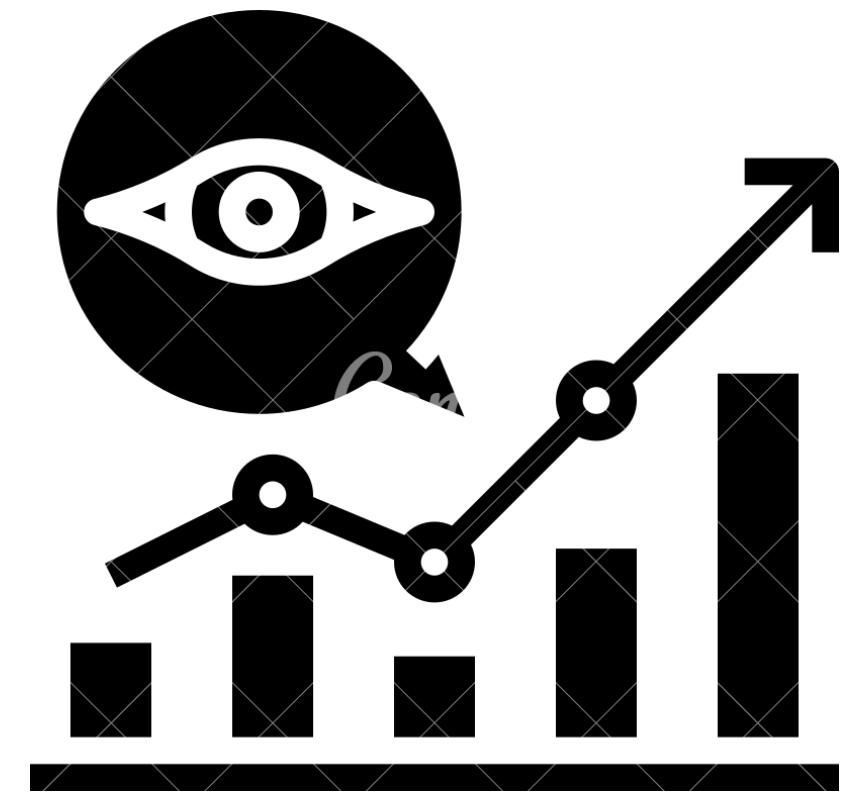
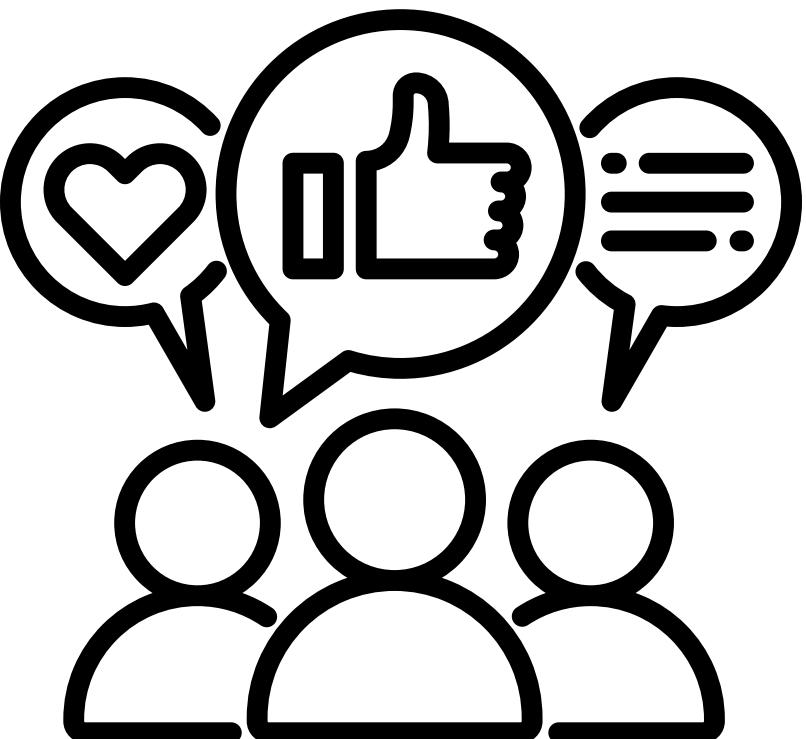


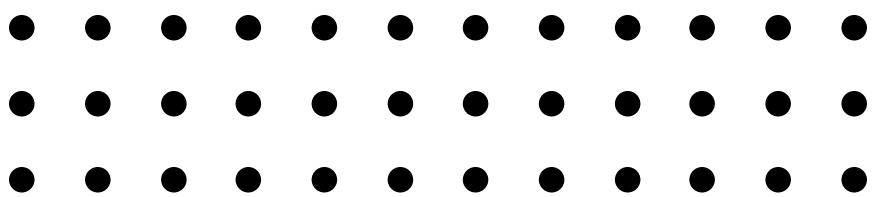


INTERACTING WITH CUSTOMERS

Bottom up Benefits:

- Strengthened Customer Loyalty and Retention
- Enhanced Brand Visibility and Awareness
- Improved Customer Engagement and Satisfaction

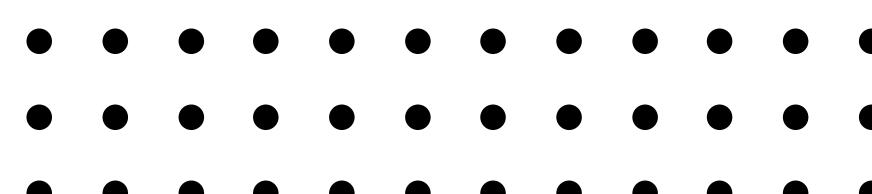
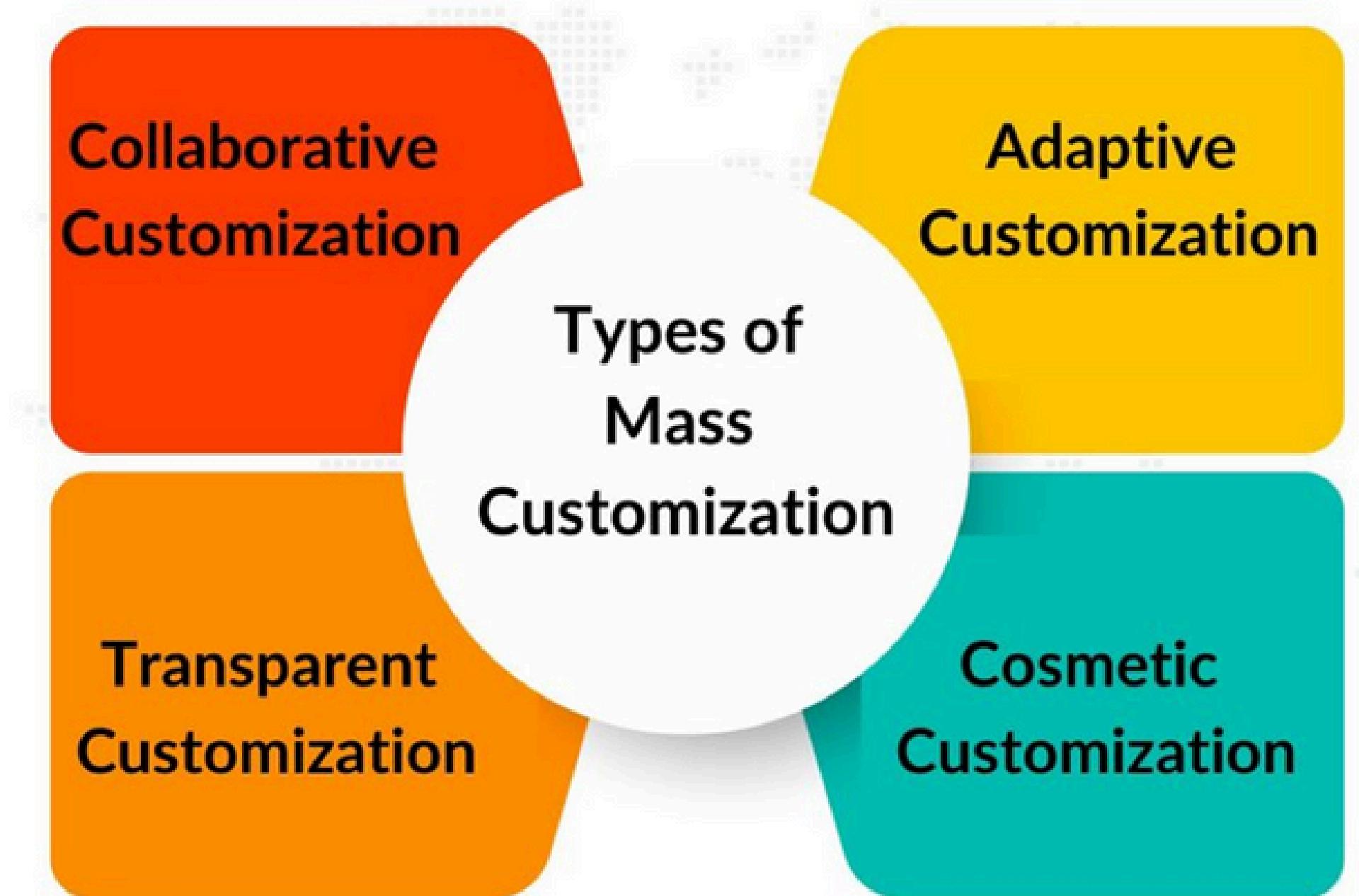




CUSTOMIZATION OF CUSTOMERS

Collaborative Customization as customers can:

- Engage in the personalization process
- Be Creative and Unique



CUSTOMIZATION OF CUSTOMERS

Technologies that enable it:

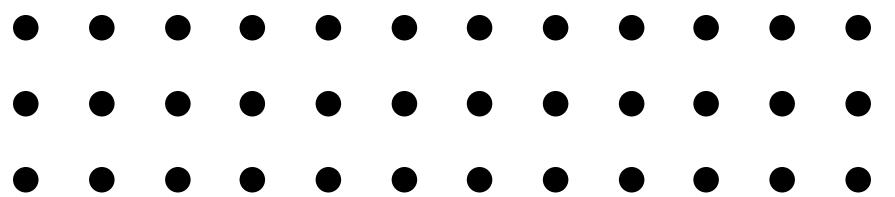
- Web-based platforms for personalized Post-it Notes.
- CRM tools for tailored recommendations.

The screenshot shows the 3M Promotional Markets website. At the top right, there's a red banner with the 3M logo and the text "Promotional Markets". Below the banner, there are links for "Distributor Tools", "Login", "Register", and a currency selector set to "USD \$". A search bar is followed by a "SHOP BY:" dropdown menu containing categories like "DIE CUT SHAPES", "APPLICATIONS", and "Price Range...". Below the menu, there are filters for "POST-IT® NOTES", "POST-IT® SUPER STICKY NOTES", "POST-IT® NOTES CUBES", "DISPENSERS", "WRITING TOOLS & FLAGS", "COMMAND® HOOKS", "ON THE GO", and "LOW QUANTITY".

This screenshot shows a product page for the "Post-it® Custom Printed Notes Full Color Program — PD34P-25". It features a "STOCK ART" badge. On the left, there's a small image of a white note pad with a colorful graphic. The main area has sections for "Size" (3 x 4), "Sheet count" (25-sheets selected), "Service" (Standard selected), and "Options: Add-ons". To the right, there's a "Estimate Your Price" section with an "Enter Quantity" input field and a "4 Color Process" radio button selected. At the bottom, there's a "PD34P-25 Sheets pricing (USD*)" button.

This screenshot shows a section titled "Our Most Popular Categories" on the Post-it website. It includes four items: "Full Color Notes" (a notepad with "Edu4Kids" printed on it), "Note Cubes" (a black cube-shaped notepad), "Custom Printed Hooks" (two white hooks attached to a door handle), and "Post-it® Notes for Functional Applications" (a notepad attached to a wooden surface).

This screenshot shows a section titled "Post-it® Notes for Functional Applications" on the Post-it website. It features a notepad attached to a wooden surface with a recycling symbol. The text says "More ways to use the One and Only Post-it® Note".

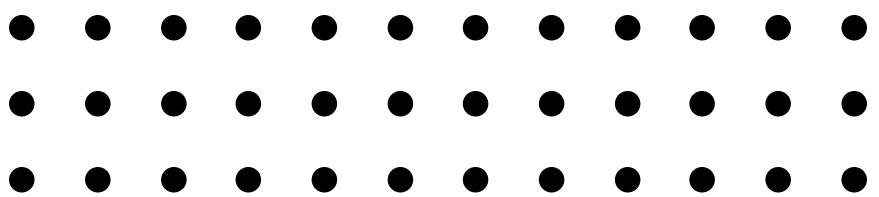


CONCLUSION

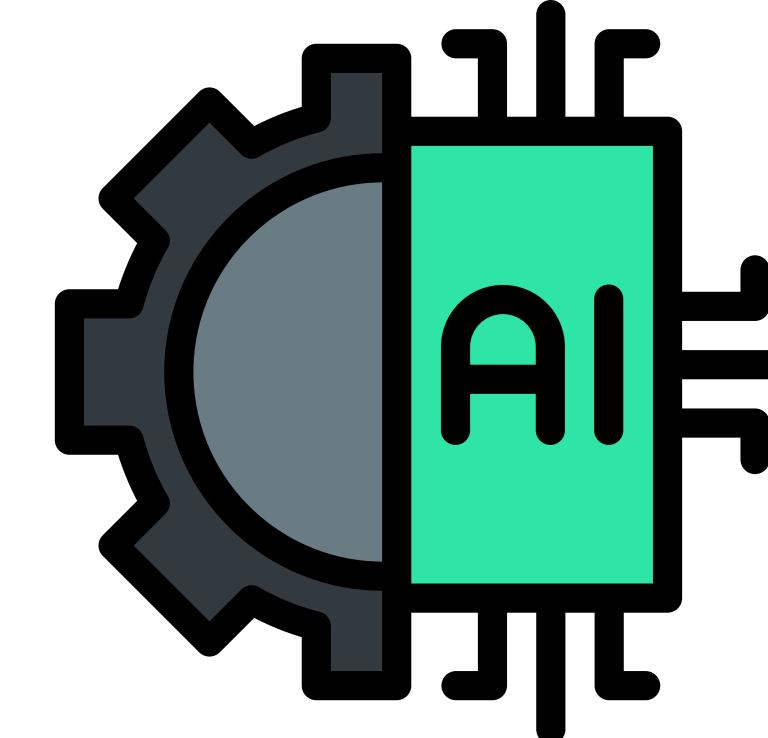
Key Features of how Salesforce has Assisted 3M to Succeed during Pandemic

- Centralized Data Integration
- Remote Work Capabilities
- Accelerated Decision-Making
- Global Collaboration



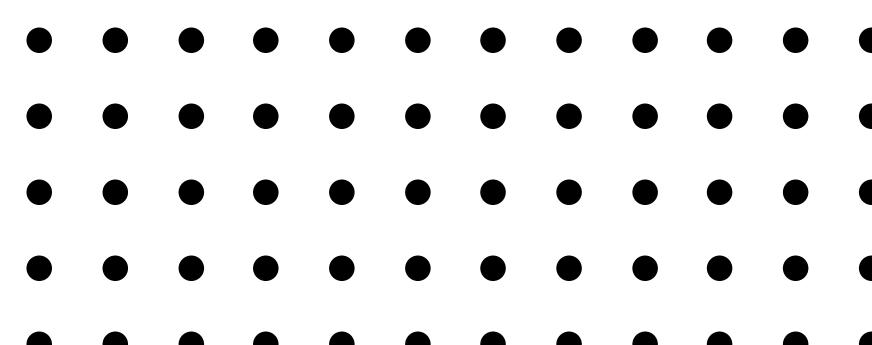


CONCLUSION



Proposed Further Improvements in Salesforce

- AI-Powered Predictive Analytics
- IoT Integration
- Multi-Channel Marketing Automation





**THANK
YOU
FOR YOUR
KIND
ATTENTION**

