



Mitchell Kramer
*Senior Vice President,
Senior Consultant/Analyst*

Current Expertise & Research Focus

- Customer Experience
- Customer Service & CRM
- E-Commerce
- Knowledge & Content Management

Senior Consultant. Mitchell Kramer is a business and technology strategist with over 25 years of experience. Mitch has worked closely with financial services firms, government organizations, high tech firms, life sciences companies, manufacturers, retailers, telecommunications firms, and travel industry firms to improve the customer experience they provide to their business and consumer customers, while increasing their growth and profits.

Mitch's specialty is cross-channel customer experience. He is an expert in the technologies used to power e-commerce, customer service, customer relationship management, and content and knowledge management. He assists business and technology executives in their selection and refinement of the applications and platforms best-suited to target the needs of their particular customers. Mitch applies his experience and expertise to help clients evaluate, compare, and select customer-critical technologies and to develop approaches toward successful implementation and governance. He helps clients craft business plans and business cases.

Mitch stays abreast of the latest technologies, architecture, and analytic applications as well as the computing infrastructure and information technologies that support customers and channel partners.

Solution suppliers leverage his skills and insights to develop product requirements, to better understand the competitive environment, and to assist in planning and delivering marketing programs.

Customer Insights Consultant. Mitch often begins his engagements by gathering insights about his client's existing and target customers. He helps the client identify the right groups of customers to engage. He reviews customer data and then interviews customers from all over the world, using his deep listening skills to encourage customers to talk passionately about the things they care most deeply about. He uncovers customers' most critical issues, and captures their context and constraints.

Customer Co-Design Facilitator. Mitch is a Master Customer Scenario[®] Mapping consultant, skilled in leading teams of customers, channel partners, and cross-functional executives to design their ideal experiences for accomplishing their outcomes, identifying customers' moments of truth and metrics. Mitch and his team then translate customers' priorities and the business's priorities into a phased road map with business process requirements, information management priorities, IT priorities, and policy changes laid out in a 12-month to 5-year plan.

Clients. Mitch Kramer's recent consulting clients include: ATB Financial, Autodesk, Cemex, Cisco Systems, CitiCorp, eEye Digital Security, Expedia, Fidelity Investments, Ingram Micro, the International Monetary Fund, John Hancock, Karmaloop, L.L. Bean, Roche Labs, Symantec, the United States Air Force, Vodafone, and Xilinx, among others.

Senior Analyst/Author. As a Senior Analyst for the Patricia Seybold Group's *Customers.com* Advisory Service, Mitch Kramer has published in-depth reviews of e-commerce servers and platforms; customer service applications, knowledge management applications, customer portals, cross-channel customer experience solutions, campaign management solutions, customer and business intelligence tools, relational, object/relational, and object databases; and application development tools.

Mitch is expert at creating frameworks with which to analyze and evaluate technologies and compare products. These frameworks are the basis for evaluation models that can shorten the time and effort to select products.

Mitch tracks the major suppliers of customer service and e-commerce solutions, staying abreast of their business strategies, financial viability, client wins and losses, and new product directions.

Mitch has also written numerous case studies and white papers for clients on a wide range of business and technology topics.

Featured Speaker. Mitch Kramer is a sought-after speaker for industry events, user group meetings, marketing and sales events, Webinars, and executive summits. His topics include best practices in e-commerce, customer service, and personalized marketing, as well as tips on how to select, integrate, and implement customer-impacting technologies. For example, Mitch presented his e-commerce framework to an audience of retail executives at Shop.org's annual meeting in 2008.

Background. Prior to joining the Patricia Seybold Group in 1991, Mitch Kramer worked as an independent industry analyst. Prior to that, he held management, engineering, marketing, sales, and support positions for firms ranging from integration technology startups to a 15-year stint at IBM.

Educational Background. Mitch holds a BS in Industrial Engineering and an MS in Computer Science, both from Rutgers University, New Jersey.

Personal Interests & Affiliations. Mitch is an active triathlete and an enthusiastic golfer. His

best is a second in age group finish in the Olympic distance Massachusetts State Triathlon, and his golf handicap is (currently) 14. Ann has been married to Mitch for almost 40 years. They have two grown children. Together, they love opera and cruising.

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Recent Published Research by Mitchell Kramer:

- [Customers' Requirements for Customer Service](#)
- [Best Practices in Customer Self-Service-Ten Ways to Make it Easy for Your Customers to Do Business with You](#)
- [B2C Ecommerce Evaluation Framework-How to Evaluate Software that Supports Consumers' Shopping, Buying, and Account Management](#)
- [IBM WebSphere E-Commerce 6.0 - Rich Ecommerce Services, Flexible Technologies, and Elegant Integration with External Application](#)
- [Demandware eCommerce 2.8.1 - Solid Ecommerce Functionality with Software as a Service Deployment](#)
- [ATG Commerce Suite 2007.1 - Rich and Flexible Support of Key Customer Ecommerce Activities](#)
- [Customer Service Product and Company Update -4Q 2008](#)
- [Customer Service KM Evaluation Framework](#)
- [RightNow Service - Evaluation](#)
- [Empolis: Service Lifecycle Suite - Configurable and Customizable KM Technologies for Self-Service and Assisted-Service](#)
- [Framework for Assisted Service for E-Commerce](#)
- [ATG E-Commerce Service Center](#)
- [IntelliResponse 5.6 Evaluation-Delivering One Answer to Each Customer Question](#)