



Susan E. Aldrich
*Senior Vice President,
Senior Consultant/Analyst*

Current Expertise & Research Focus

- Product Search and E-Merchandising
- Self-Service and Support Search
- Enterprise Search
- Quality of Customer Experience (QCE)SM
- Customer Metrics

Business/Technology Consultant. Susan Aldrich is a business/technology strategist with over 25 years of experience. Sue helps her clients improve their cross-channel, cross-lifecycle customer experience for both consumers and business customers, with an emphasis on optimizing business and customer outcomes. Her consulting has taken her throughout the United States and abroad, working with retailers, manufacturing companies, distributors, financial services firms, cable companies, specialty industrial suppliers, and a wide variety of software, system and services companies in high technology.

Sue is an expert on optimizing the methods that help customers find what they need to make buying decisions and/or to solve problems. She helps clients develop personalization, merchandising, discovery, and content management practices that will ensure customers can swiftly be presented the most engaging and useful information.

Sue is also a senior analyst for the firm's Advisory Research Service. As a leading authority on discovery technology and methods, Sue manages the Discovery Research Practice, which focuses on recommendations, personalization, search, and navigation. Aldrich has published hundreds of reports and reviews in Patricia Seybold Group's Customers.com service, including The Customer-Centric Executive's Guide to Search and Findability.

Customer Insights Consultant. Sue helps clients identify the right groups of their customers to engage in order to determine needs and priorities. She interviews customers from all over the world, using her deep listening skills, industry knowledge, and business process knowledge to incite customers to talk passionately about the things they care most deeply about. She then clusters customers into behavioral segments based on their context, their critical scenarios, and their emotional motivation.

Customer Co-Design Facilitator. Sue 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 achieving their outcomes and identifying customers' moments of truth and metrics.

Sue is adept at helping groups of stakeholders agree on short-term and strategic priorities. She is skilled in eliciting customer-critical metrics and helping clients identify operational performance metrics and ROI metrics they can monitor. Sue also translates 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. Susan Aldrich's consulting clients include: Agilent, Amazon Services, ATB Financial, Autodesk, Cemex, Cisco Systems, CitiCorp, Dell, eEye Digital Security, empolis, Expedia, Fidelity Investments, Freddie Mac, HP,



Ingram Micro, Intel, John Hancock, Karmaloop, Orient Overseas Container Lines, Philips, Roche Labs, Silver Creek Systems, Symantec, Texas Instruments, Vodafone, Xilinx, and Zurich Financial Services, among others.

Senior Analyst/Author. Susan Aldrich manages the Search, Navigation, and Discovery Research Practice for the Patricia Seybold Group's *Customers.com* Advisory Service. She offers detailed evaluation frameworks to help clients compare and contrast different search engines. She researches and publishes her own in-depth reviews of search solutions designed for e-commerce, e-merchandising, customer service, and enterprise search. Sue tracks the major suppliers of search and merchandising solutions, staying abreast of their business strategies, financial viability, client wins and losses, and new product directions. Sue researches and provides guidelines for information stewardship, information and metadata management, and governance.

Sue's research describes best practices for monitoring, measuring, and managing the Quality of Customer Experience (QCE) and for creating Customer Dashboards to monitor operational metrics that will improve performance on customers' moments of truth.

She also writes case studies and white papers for clients.

Featured Speaker. Susan Aldrich is a sought-after speaker for industry events, user group meetings, marketing and sales events, Webinars, and executive summits. Her topics include best practices in designing, implementing, and managing search and findability. For example, Sue presented Search, Content and Findability Stewardship to the American Institute of CPAs and to global CIOs; Ecommerce Search and Merchandising Trends to U.S. retailers and distributors; End-to-end Search Marketing and the Customer Experience to ecommerce executives; and Top Ecommerce Technology Trends to the National Association of Electrical Dealers.

Background. Sue's experience includes commercial applications development, deployment, and implementation. Working at IBM R&D, she developed the design concept for the iSeries as well as a prototype for RAID DASD. Her analyses of competing vendor strategies, product offerings, practices, organization, management, and human resources helped reduce IBM development cycles by one-third. Sue has provided information management, customer relationship, and distributed systems management consulting for vendor and user companies worldwide.

Educational Background. Susan Aldrich holds a BA from Wellesley College.

Personal Interests & Affiliations. Susan is an inventive couturier, an avid reader, an able cook, and an apprentice dog trainer.

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Recent Published Research by Susan Aldrich:

- [Best Practices for Web Experience Management](#)
- [Success with Best Practices for Targeted Merchandising](#)
- [Recommendation Evaluation Framework, Version 2](#)
- [Recommendation Solution Market Recap: 1Q2011](#)
- [Five Reasons to Put Your Business in the Cloud](#)
- [Comparative Rating of Five Recommendations Solutions](#)
- [Side-by-Side Comparison of Six Recommendations Solutions](#)
- [Certona Resonance Recommendations](#)
- [Loomia Recommendations](#)