

## Utilizing Digital Technologies to Communicate with Investors

Spring 2006

**IPRO Team Problem:** Calamos Investments was founded under the premise of personal attention from John Calamos for each customer and his investable assets. However, as the company grew from \$5 billion in managed assets in 1999 to \$45 billion in 2006, the difficulty in maintaining that personal touch with those select investors has substantially increased. Our problem is to find ways to digitally leverage John Calamos to his customers.

**IPRO Team Objective:** Research and pilot new methods of customer interaction utilizing digital communications technologies.

**IPRO Team Structure:** Three (3) subteams were created to tackle the various facets of the problem:

Customer Analysis Subteam - This subteam was created to compose an image of the prototypical Calamos Investments Private Client Group customer. The subteam utilized market research reports from sources such as the Forrester, IBM, Claritas, and Spectrem research groups. This enabled the subteam to portray the habits, preferences, and desires of affluent individuals with respect to the use of digital communications technology and their finances. The customer analysis subteam provided vital evidence that the affluent are often quick to adopt new technology, such as broadband and e-mail.

Content Analysis Subteam - To provide some further guidance on which technologies might be worth investigating, the Content Analysis Subteam studied the use of digital communications technology by other asset management firms who compete with Calamos Investments. Additionally, the Content Analysis Subteam was to suggest what types of content would provide Calamos Investments with the customer interaction that they desired. These tasks were accomplished by benchmarking the content offered and the technologies being pushed by direct competitors to Calamos Investments, as well as other industry leaders. Following analysis of this data, a 3-tiered content scheme was proposed utilizing a DVD, portable digital media player, and cell phone applications.

Digital Technologies Subteam - The Digital Technologies Subteam researched the latest digital communications technologies. This involved intense research in the beginning of the semester to scan the entire digital communications world for the latest and greatest mobile technologies, followed by narrowing that field down to a handful that could feasibly be adopted by Calamos Investments. Upon selecting which technologies to further pursue, the subteam created pilot demonstrations to show the capabilities of the selected technologies: the iPod and the BlackBerry.



**IPRO Team Next Steps:** The next set of tasks involve building a content generation system to continuously fill the content pipeline of Calamos Investments and to evaluate the customer reaction to the content stream.

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