

Customer Intelligence Trends & Insight

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Hypatia Research, LLC

Accelerating Performance through Calculating Results™

Greetings!

I'm pleased to announce that I've joined [Hypatia Research & Consulting, LLC](#). We are industry analysts that deliver Research-Driven Customer & Market Intelligence, Strategy & Services! Our coverage areas include: **CRM, Mobile Sales Solutions, Business Intelligence, Web Analytics, Marketing Automation, Database Marketing, and Customer Data Integration & Quality.**

Clients rely on our industry insight, expertise and independent research for guidance in assessing various technology and service options. We also deliver high impact market intelligence, industry best practices, benchmarking, vendor selection and ROI assessment methodologies that reduce cycle-time and influence customer management, product strategy and channel development goals. Typically, our engagement are with:

- End-user organizations that require industry-specific information on vendors, service providers and best practices that will accelerate their growth.
- Technology vendors and service providers that value our research-driven thought-leadership, independent analysis and business case return on investment assessments.
- Clients seeking research and consulting services that reduce cycle-time and influence customer management, product strategy, channel development and market adoption.

I look forward to sharing research findings, best practices and market intelligence via an interactive dialogue with you!

Best,

Leslie Ament

Managing Partner

P.S. To request a briefing or to share a customer success story please contact us at:

Info@HypatiaResearch.com or 617-230-0067.

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Market Tools Acquires CustomerSat

Earlier this month, [MarketTools, Inc.](#) a supplier of online market research solutions acquired CustomerSat, a provider of Enterprise Feedback Management (EFM) tools.

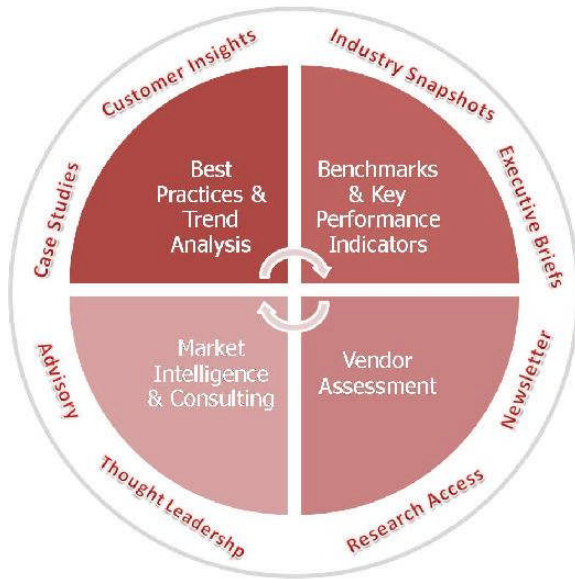
In establishing this foundation for a new category of Customer Insight Management, MarketTools's CEO Amal Johnson told me she believes this creates the most comprehensive customer insight product suite on the market.

Creating a new category is always a risk--especially in a diverse supplier market comprised of consultancies, research firms, software firms, and marketing agencies. Software vendors such as [Vovici Corporation](#), [Qualtrics](#), [Confirmit](#), [Allegiance](#), [Survey Methods](#), [Invoke olutions](#), [Askia](#), [SPSS](#), [SurveyWriter](#), [Vision Critical](#), and numerous others may be tempted to merge, acquire or partner with other providers to offer similar capabilities and services.



Customer Intelligence Research Overview

We are pleased to announce our 2008-2009 research agenda!



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Select topics:

- Customer Insight & Enterprise Feedback Management: Success Strategies for Operationalizing Results
- Market Intelligence: Tools, Techniques & Trends that Accelerate Performance
- Customer Interaction Management: How Top Companies Use Technology to Enhance Performance

As always, we are interested in hearing about new trends, innovative software and service offerings and successful customer deployments. If your organization would like to propose a specific research topic or custom project contact us at: lar@HypatiaResearch.com

On the other hand, market research firms and agencies such as [Gfk Group](#), [TNS Global](#), (currently in merger talks with each other), [Ipsos](#), [Global Market Insight](#), [Informa](#), [Lieberman Research Worldwide](#) and [Synnovate](#) to small and mid-sized firms such as [Maritz](#), [Fuld & Co.](#), [Harris Interactive](#), [Affinova](#), [Decision Insight](#) and [Knowledge Networks](#) offer customer insight research services.

MarketTools is hedging its bets with product and service offerings that serve in-house market research / intelligence functions as well as consultants, agencies and full-service market research firms.

As a customer intelligence analyst and user of zTelligence, I'm partial to any solution that makes my job easier. So, next month I will explore this topic at a more granular level when I begin work on my next research project which I affectionately refer to as the 3Ts:

"**Market Intelligence:** Tools, Techniques and Trends that Accelerate Performance"

Establishing a Successful Customer Intelligence Ecosystem



Leslie Ament will lead a panel discussion designed to help Customer Management practitioners deploy Customer Intelligence Management programs at the [CRMA 2008 National Conference](#) in Atlanta this August.. Participating companies include: [Teradata](#), [Salesforce.com](#), [Genesys Labs/Informiam](#), [QAS](#), [an Experian Company](#) and [Dun & Bradstreet](#).

For more information:

<http://www.crmaconference.org/agenda/day2.html>

Like our namesake, Hypatia, we are committed to **Calculating Results™** for our clients.

Hypatia of Alexandria (c. 370-415AD), invented several scientific devices--the astrolabe, planesphere, and hydroscope (hydrometer). These instruments were used to calculate the distance between planets, the position of visible stars at any time of the year, and the gravity of liquids respectively. Hypatia was the first woman to make substantial contributions to the development of mathematics, astronomy & philosophy. ©2008 Hypatia Research, LLC. All rights reserved.

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