

Customer Intelligence Trends & Insights

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[Customer Relationship Management Association](#)

Leslie Ament will lead a panel discussion designed

to guide Customer Management professionals in developing successful Customer Intelligence Management ecosystems

& processes for enterprise CI at the [CRMA 2008 National Conference](#) in Atlanta, August 25-27.

Greetings,

Since our last newsletter, we have received many inquiries about our research agenda, custom market intelligence projects & advisory services. Surprising, we also received numerous questions on how our research differentiates and defines:

- Business Intelligence
- Market Intelligence
- Customer Intelligence
- Customer Insight

I would like to invite you to post your opinions and definitions on our [Community Forum](#)--and I will publish the results along with our thoughts. I leave you with this definition of Customer Intelligence to start us off.

"Customer Intelligence Management is defined as the process of capturing, managing, analyzing and applying customer information to enhance performance and to accelerate growth."
--Hypatia Research, LLC.

Best,

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Customer Analytics

Business Valuation Report

A number of companies are realizing gains in customer service, revenue optimization, risk management, and/or reducing customer migration by using data analysis tools or services for actionable customer intelligence decision-support. [This month's featured report](#) will be available on our website later this month.

Bell South: Enhanced Customer Service & Revenue Recovery Rates by Automating the Identification & Resolution of Billing Discrepancies.

Results: The company realized noteworthy improvements in several industry-specific business valuations.

- ✓ Reduced volume & value of billing disputes by 50% on recurring charges monthly
- ✓ Eliminated false/positive results on monthly audits
- ✓ Enabled identification & resolution of billing discrepancies
- ✓ Recouped cost of software within one month of deployment

Participating companies include:

Teradata, Salesforce, Dun & Bradstreet, Genesys Labs - Informiam, and OAS, an Experian Company.

Mark Your Calendars!



Hypatia

Invented scientific instruments of measurement



Ancient Astrolabe

Have a customer success story to share? Contact us to schedule a briefing at: info@hypatiaresearch.com

Sue Hildreth Joins Hypatia!

Sue has been writing for the computer industry since 1986, starting as a new products editor for Cahner's *Business Computer Systems* magazine. Subsequent roles have included executive editor of for ebizQ, editor for Computer Publishing Group's *WebServer Online* and *Server/Workstation Expert* magazines, and *Software Success*.

Her coverage areas will encompass enterprise software trends and technologies with specific emphasis on CRM, Mobile Solutions, Enterprise Search, e-mail security, identity and access management, remote access for mobile employees, and the business benefits of Web 2.0. [full bio...](#)

Real-time Customer Intelligence at the Point of Interaction

We benchmarked more than 800 companies and found greater than 70% of top performers focused on creating a 'culture of customer-centricity'.

Loosely translated, this means provide customers what they want, when they want it, at a reasonable price point...and make sure your organization communicates through your customer's preferred channel of interaction with a level of personalization that ensures a seamless customer experience.

Our research found that use of Customer Intelligence at the point of interaction delivers triple value in these key metrics:

- ✓ Annual increase in revenues
- ✓ Reduction in operational costs
- ✓ Improvements in customer acquisition & retention costs.

Want to learn more? [View our presentation.](#)

Hypatia delivers high impact market intelligence, industry benchmarking, best practices, technology vendor selection, ROI assessment, and consulting services that reduce cycle-time and influence customer management, product strategy and channel development goals. Since 2001, clients have relied on our industry insight, expertise and independent research for guidance in assessing various technology, solution and service options. Like our namesake, Hypatia, we are committed to *Calculating Results™* for our clients.

Hypatia of Alexandria (c.370-415 AD), 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.

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