

Customer Intelligence Trends & Insights

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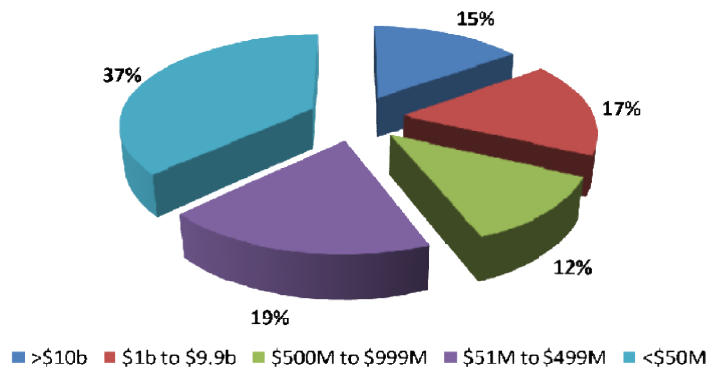
Hypatia

Greetings:

Over **250** users of EFM and Customer Insight techniques have responded to our survey thus far. Please take a moment to complete our survey and receive a complimentary version of the report in July 2009. The survey will close this Monday May 25 on Memorial Day!

Transforming Enterprise Feedback Management into Actionable Customer Insight: Maturity Models & Best Practices

EFM to Customer Insight: Respondents by Revenues/Size



Our next research study will benchmark the current state of the market by identifying best practices and performance metrics used by successful companies to improve performance and profitability via EFM and Customer Insight initiatives.

Hypatia will assess the processes, organizational expertise and key performance indicators that set top performers apart such as:

- Which team or role is responsible for analyzing and sharing this insight throughout your organization?
- How successful are organizations in systematically capturing, managing, analyzing and applying customer intelligence throughout the enterprise?

[Read About Her Life, Strife & Many Accomplishments!](#)



[Authored by Maria Dzielska](#)

[Published by Harvard University Press: Revealing Antiquity](#)

Hypatia's Hybrid [MARKET] Research Approach

Hypatia Research applies a hybrid methodology [quantitative & qualitative] that evaluates the Market-drivers, Actions, Responses, Knowledge, Enablers, and Technologies (MARKET) that influence corporate behavior in specific business environments.

These terms are defined as follows:

- Market Pressures - external forces that impact an organization's market position, competitiveness, or business operations
- Actions - the strategic approaches that an organization plan in response to industry pressures
- Responses-how organizations invest and overcome business

- What tangible benefits are realized by those who invest in customer knowledge?
- How effective are various technologies or processes such as: Customer Experience, Enterprise Feedback, Business Intelligence, Marketing Automation, Customer Relationship Management, Web Analytics, Speech Analytics or Customer Satisfaction in facilitating creation of actionable customer insight?
- Why do some organizations utilize market research service providers or agencies for customer insight while others prefer to operationalize this process internally?
- Is free text [blogs, call center notes, phone interviews] integrated and analyzed along with structured information such as purchase price, survey responses, and demographic data--or not?
- Which metrics, key performance indicators or closed-loop processes are used?
- What do successful companies do differently?

Set to Release in June 2009:

Cracking the Code: Capture, Analysis & Utilization of Customer Information

In most organizations, customer information, resides in multiple data marts, is utilized by multiple departments and is captured through multiple channels. Across numerous industries inclusive of both B2C and B2B models, customer data is analyzed and applied primarily for operational and/or strategic decision support. In short, it is all about revenues and customers.

Visibility & Usability Pose Challenges: Previous quantitative research performed by Hypatia revealed that use of timely, complete, and accurate information leads to improved customer service levels, reduced operational costs, increased revenues, and higher customer satisfaction and retention rates. In short, it's all about revenues and customers-market share growth and enhanced retention rates. In fact, use of marketing science and information analysis services has moved beyond a competitive advantage for companies that seek to grow aggressively. It has become necessary to stay in the game. Leading companies consistently focus on retaining customers and growing revenues through the use of customer data for the following business functions:

- Customer service & support: Operational (64%)
- Corporate Planning: Strategic (56%)
- Product design: Strategic (48%)
- Business development / Sales: Operational (36%)
- Marketing: Operational (20%)

Gaining customer visibility across all channels, trading partners, distributors, suppliers, end-users and stakeholders with the goal of gleaning customer insight is a top priority for organizations. In B2C industries such as Telecom, Retail and Financial Services, companies struggle to understand and respond to their best customers within a multi-channel environment. Leverage of customer information requires visibility across purchasing channels, products, and customer value metrics as well as demographic information, transactional history and lifestyle stages. According to a line of business leader interviewed, "Modern business has to exploit customer data to grow, run and to expand."

Note: Note: All content excerpted from "[Decision Science & Customer Analytics: Competitive Advantage or Necessary to Compete?](#)" by [Leslie Ament](#). ©2009 Hypatia

challenges.

- Knowledge/Expertise- competencies, skills and processes required to execute on corporate strategy.
- Enablers/Technology- the key functionality of technology solutions required to support the organization's enabling business practices

Research, LLC.

An abridged version will soon be available on Hypatia's website. To purchase or license the complete report, contact: ZGR@HypatiaResearch.com

Hypatia Research, LLC, <http://www.HypatiaResearch.com> delivers high impact market intelligence, industry benchmarking, best practice, and vendor selection research for how businesses use technology and service providers to capture, manage, analyze and apply customer intelligence to enhance performance and to accelerate growth. Coverage areas include: CRM, Business Intelligence, Customer Analytics, Marketing Automation, Database Marketing, and Customer Data Integration and Quality. Since its inception by co-founder Leslie Ament in 2001, clients have relied on Hypatia for industry insight, expertise and independent research for guidance in assessing various technology 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, plane-sphere, 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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