

Customer Intelligence Trends & Insights

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Hypatia

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Greetings!

Join me on August 26-27 in Atlanta, GA for the Customer Relationship Management Association's National Conference entitled "[Return2Customer 2008](#)" where I'll be speaking and moderating a panel discussion on a topic near and dear to my professional interests:

Want Tangible ROI? Establish a Successful Customer Intelligence Ecosystem!

I'll chair a panel designed to help CRM and Business Intelligence practitioners deploy and derive tangible ROI from Customer Intelligence Management programs." Our featured panelists will include:

- Chris Williams, Vice President, Professional Services, [Experian/QAS](#)
- Catherine Pederson, Director, Product Marketing, [Dun & Bradstreet](#)
- John Timmerman, Global Marketing Director, [Teradata](#)
- Peter Coffee, Director, Competitive Intelligence, [Salesforce.com](#)

If your organization is currently considering a BI & CRM integration initiative, then you don't want to miss this session scheduled for [Wednesday, August 27th at 8:00am in Customer Management Track C.](#)

Best,

Leslie Ament
Managing Partner
Hypatia Research, LLC

[AT&T Mobility: Analytical Solutions](#)



Authored by

Maria Dzielska

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Customer Relationship
Management Association 2008
National Conference

Leslie Ament will lead a panel discussion designed

to guide Customer Management professionals in "Attaining Tangible ROI from Establishing Successful Customer Intelligence Eco-systems" at the CRMA 2008 National Conference in Atlanta, August 25-27.

Participating companies include:

• Teradata

Increase Retention, Billing Accuracy and Revenue Assurance for Customers

Business Valuation Report

AT&T Mobility, a subsidiary of AT&T created by the 2004 merger of Cingular Wireless and AT&T Wireless, provides wireless voice and data network services to corporate and residential customers across the U.S. The company has grown considerably in the past four years, and now has over 71 million subscribers. In the past year, 10 million new subscribers have signed on with AT&T Mobility.

Despite robust growth, AT&T Mobility faces an increasingly competitive market, in which new customers are increasingly scarce. Wireless services are much more ubiquitous now than four years ago, and most organizations and retail consumers already have some type of wireless account. Signing new subscribers is becoming a greater challenge for AT&T Mobility as well as other wireless service providers.

The company determined to focus on corporate performance using standard metrics and key performance indicators (KPIs) that aligned with its customer-centric culture including:

- Subscriber churn rate
- Network quality (eg, calls dropped)
- Revenue per unit/service
- Billing accuracy
- Share of subscriber wallet

To better ensure accuracy in customer billing, AT&T Mobility launched a revenue assurance program aimed at spot-testing data samples for accuracy. Every aspect of the sample customer's usage and billing data is examined.

Interested in results? [Full report available]

Sonia Lelii Joins Hypatia!

Sonia Lelii has covered Information Management, Storage & Security for over 15 years--as an analyst and as an award-winning journalist. Her keen insights and bottom-line approach to assessing the business benefits of technology usage continues to influence scores of senior executives. **[full bio]**

Intelligent Customer Interactions Improve

- Salesforce.com
- Dun & Bradstreet
- QAS, Experian

Mark Your Calendars!



Customer Experience and Sales

Business Valuation Report

Nationwide Building Society, a financial services provider with £111b in revenues provides life assurance, pensions, unit trusts, insurance, and regulated mortgage products. Primarily a traditional transaction- based financial services provider, NBS realized it needed to evolve into a more customer-centric organization to remain competitive.

With customer data stored in various legacy data- marts, NBS lacked the integration and infrastructure necessary to effectively manage, analyze, and apply customer intelligence towards their goals. NBS invested in a Customer Relationship Management (CRM) solution.

However, NBS's strategy was not limited to merely implementing a CRM system. Conversion from a transactional, product-centric business model to a services-oriented customer-centric culture would require leveraging technology, business process management, cross-functional collaboration between line of business and IT. **Results?** [\[Full report available\]](#)

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, 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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