

Customer Intelligence Trends & Insights

July 2008 - Vol. 1, Issue 4

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Greetings!

Information is the currency that companies have used for competitive advantage in business since the earliest beginnings of barter negotiations and commercial commerce. Success in barter commerce often depended on knowledge of sources of food, labor or materials that could be exchanged.

In today's highly competitive global economy, knowledge of consumer and business behavior, socio-economic, lifestyle and/or demographic information, can be transformed through use of **advanced analytics** [also termed Decision Analytics, Marketing Science or Customer Analytics] into actionable insight. It is this insight that provides key decision-making support to companies that seek to enhance profitability and/or gain a competitive business advantage.

American Express, Cocoa-Cola, AOL, AT&T, Staples, Astro Zeneca, IBM, Best Buy, Harrah's Entertainment, Proctor & Gamble, Hilton International, Wyatt Pharmaceuticals, Toyota, and Oracle are among numerous blue-chip companies that believe leveraging this Customer Intelligence is necessary to compete in today's economy.

What used to provide a 'secret sauce' or competitive advantage to companies savvy enough to exploit the value of customer data within their own proprietary databases, has now become necessary to compete. How are successful companies exploiting the value of their customer data? [**Hint: stay tuned for upcoming research**]

If you would like to request a vendor briefing or share a customer success story with us, send us an email!

Leslie Ament



Authored by

Maria Dzielska

Published by Harvard
University Press: Revealing
Antiquity

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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 Ecosystems" at the [CRMA 2008 National Conference in Atlanta, August 25-27](#).

Participating companies include:

Tangible ROI? Establish a Successful Customer Intelligence Ecosystem!

[Return2Customer 2008](#) is pleased to welcome Leslie Ament, Customer Intelligence Management thought-leader and Managing Partner with Hypatia Research, LLC.

Ament will moderate a panel designed to help CRM and Business Intelligence practitioners deploy and derive tangible ROI from Customer Intelligence Management programs. For this conference session, 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.**

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 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.

- [Teradata](#)
- [Salesforce.com](#)
- [Dun & Bradstreet](#)
- [QAS, Experian](#)

Mark Your Calendars!



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: [\[Full report available\]](#)

- Annual campaign cost reduction of £250K
- Customer satisfaction rates 9% higher than direct competitors
- Sales conversion rates 150% ahead of planned targets
- Intelligent prompt interactions yield 10X traditional campaign uplift rates

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

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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