

Customer Intelligence Trends & Insights

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**October 15, 2009:
2:00 PM ET
11:00 AM PT**

"The Value of Integrating Online & Offline Data"

Turn your data warehouse into a powerful marketing tool by Integrating online customer behaviors and preferences with historical data to uncover new and relevant insights about

Greetings:

Companies that use customer interaction tools such as CRM, Marketing Automation and online self-service often ask for guidance on how to develop rules, priorities and even dimensions for use in algorithms. Hypatia's top three rules for development of customer interaction strategies is:

1. **Know Thy Customer:** For Every Action, There is an Equal & Opposite Reaction[1]
2. **Determine Objectives & Goals First**
3. **Ensure Your Information is Accurate** Before Creating Interaction Rules & Techniques

Once the foundational work of customer data management has been completed (See *Customer Data Management: How Leaders Attain Tangible ROI*, ©2008 Hypatia Research, LLC), companies need to determine why, how and when customer insight should be exploited.

In short, develop a plan that takes into account current resource and technical capabilities versus future desired outcomes based upon enabling technologies available. Certain analytical tools lend themselves to specific real-time customer interactions such as reduction of customer migration or fraud, while others are better suited for long-range customer issues such loyalty and lifecycle management.

Remember, for every customer interaction, there is an equal & opposite reaction!

your customers.

Attend this [webinar](#) to learn how to improve your marketing ROI.

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[Authored by Maria Dzielska](#)

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For example, [GMAC Insurance](#), a subsidiary of GMAC Financial Services, provides auto insurance policies through multiple channels -- direct to customer, web self service, and through automotive dealerships. The company became an early adopter of online customer interaction tactics.

Read our case study below!

Best,
Team Hypatia Research, LLC

[1] Sir Isaac Newton, Third Law of Motion

GMAC Insurance: Re-Engaging the Departed Customer

[GMAC](#) understood that auto insurance is not an impulse purchase. Currently, only 4-6% of consumers are expected to purchase through the online channel. However, the company determined to capitalize on their web presence. They quickly discovered deploying an online point of sale channel presented a set of unique business challenges that must be addressed:

- How to streamline the buying process
- How to prevent shopping cart abandonment rates?
- How to re-engage consumers once they leave the purchase process?
- How to reduce customer acquisition costs?
- Strategy

Optimizing through-put was critical to GMAC's on-line business model. They needed to get a better proportion of those visiting the site to buy policies. In order for GMAC to exceed industry norms, the company needed to define and create customer-centric business processes for their e-Commerce channel.

Transformation:

Within 18 months GMAC's corporate initiative to offer its customers multi-channel point of sale options became a reality. GMAC Insurance is among a number of insurance providers who offer auto insurance policies via an on-line, self service model.

Results

[GMAC Insurance](#) has seen significant improvements in customer acquisitions and policies sold. Moreover, the company gains valuable market insight from rapid cycle testing on the web as well as data-driven analysis of marketing investments.

- 10% increase in policies completed
- Reduced direct marketing cycle from 6-9 months to 2-3 weeks
- Ability to drive direct marketing quantitatively

[Full case study viewable online](#)

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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