

Customer Intelligence Trends & Insights

October 2008 - Vol. 1, Issue 7

In This Issue

[Decision Science & Customer Analysis](#)

[New Team Member!](#)

[Perhaps Carly Fiorina Was Right?](#)

Quick Links

[About Hypatia](#)

[Request a Briefing](#)

[Competitive Advantage, or Necessary to Compete?](#)



Our Sponsors

Greetings!

After returning from the **'Return2Customer'** conference sponsored by the Customer Relationship Management Association, I reflected on the many presentations and conversations I experienced. Several assessments worth sharing include:

- Social Media, Web 2.0, Lead Scoring & Nurturing, Personalized Content and Data Analysis are hot topics among CRM professionals! [*See our new report on this topic below!*]
- For 99% of conference attendees, leveraging insights and/or calculating ROI from the use of Social Media, Web 2.0 and Blogs is not an operationalized process- -In fact, companies currently use these tools to 'actively listen' for the 'voice of the customer' in an ad hoc fashion.
- Seamless integration of contextual voice of the customer insights with structured CRM data prior to data analysis is not yet a reality.....but if your organization seeks to accomplish this, we want to have a discussion.

Our panel presentation on "[Tangible ROI? Establish a Successful Customer Intelligence Ecosystem](#)" is available for viewing here and on our research page.

Best,

Leslie Ament
Managing Partner
Hypatia Research, LLC



MARKETING ANALYTICS

How to make the most effective use of Advanced Analytics Techniques

A Briefing for Professional Marketers

This Conference is designed for all those in Marketing, Customer Insight, Market Research and Database Analysis.

A whole host of mathematical and statistical methods are available to help you plan and take actions most efficiently and effectively.

This day is designed to brief delegates on these advanced analytics techniques, linked to the business problems that they can help solve.

Leslie Ament will present actionable insight from her research findings on how successful companies leverage "**Customer Insight & Enterprise Feedback Management**" to enhance performance through operationalizing Customer Intelligence"

March 2009
Renaissance Hotel, LA

Mark Your Calendars!

Decision Science & Customer Analysis: Competitive Advantage, or Necessary to Compete?

Research Report

[Wal-mart](#), [American Express](#), [Coca-Cola](#), [Staples](#), [Best Buy](#), [Harrah's Entertainment](#), [Proctor & Gamble](#), Toyota, [Hilton International](#). [AOL](#), [IBM](#), [Oracle](#) are among numerous blue-chip companies that believe leveraging business and consumer data 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 a rather lucrative service business for vendors able to provide these key components:

- List and Data Enhancement [Demographic, Lifecycle, Behavioral, Transactional, etc]
- Customer Analysis / Customer Scoring / Cluster Analysis
- Packaged Models or Solutions Templates [Ex. Customer Retention, Propensity, Credit Risk]
- Web-based Subscription to Analytical Database [by Industry or Product-Category]
- Custom Information Analysis Services
- Customer Data Integration, Data Quality/Hygiene & Infrastructure Services
- Database Marketing Services: Design, Production, Fulfillment

Two trends have emerged within the last few years. Read more: [\[Abridged report available\]](#)

Greg Belkin Joins Hypatia!

Greg Belkin brings ten years of international research experience covering best-practice process and technology within the retail and consumer products industries. Belkin 's expertise encompasses product marketing for retail-specific software tools as well as research management for Retail Systems Alert Group's **Supply Chain Alert**, and editor of U.K. publications for **Retail Systems Alert** Europe.

An alumn of Suffolk University MBA program, Greg also holds a Bachelors degree from George Washington University. As an intern in the press office during the Clinton administration, Greg met Monica Lewinsky and invited her to a movie... but she said she was currently seeing someone. He and Kristin are the proud parents of their first child.

Hypatia

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



[Authored by
Maria Dzielska](#)

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

Hewlett Packard Acquires EDS: Perhaps Carly Was Right?

Business Valuation Report

Back in 2000, then CEO Carly Fiorina was roundly criticized by Wall Street and numerous senior executives for beginning acquisition discussions in regards to management consulting firm PriceWaterhouseCooper. IBM, then a software and product company, evaluated the synergistic growth opportunity presented by moving into management consulting services and snatched up PwC for \$3.5 billion. HP decided to grow within the personal computing market instead and invested \$25 billion in acquiring Compaq Computers.

Six years and 10+ acquisitions later, HP moves into management consulting to the tune of \$13.9 billion for EDS, with 2007 revenues of approximately \$27 billion.

Our assessment: the groundwork has been laid, and the strategy seems sound from the portfolio and balance sheet perspective. As always, the proof isn't in the pudding, it is in the value realized from consuming when cooked to perfection. [\[Full report available\]](#)

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, 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.

©2008 Hypatia Research & Consulting, LLC. All Rights Reserved.
www.hypatiaresearch.com
617-230-0067