



Accelerating Performance by Calculating Results™

Customer Intelligence Trends & Insights

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Leslie Ament will lead a panel discussion designed

Greetings!

In briefing end-user organizations that utilize tools, applications and solutions to provide insight into customer attitudes, behaviors and purchases, we found a clear pattern of investment over the last three months.

Optimizing profits in regards to operational costs is now standard operating procedure in companies that exploit advanced analytics, customer segmentation and model-building. Not surprisingly, this also directly relates to the company's investment in and monthly or quarterly use of technology solutions and/or service providers for strategic and tactical decision-support for:

- Product development & production
- Pricing, warranty & service contracts
- Sales model, merchandising & distribution channels
- Customer management, communication & interaction plans
- Customer loyalty, migration & retention rates

We plan to share the results of our research studies in the upcoming Summer months. In the meanwhile, if you would like to request a vendor briefing or share a customer success story with us, send us an [email!](#)

Best,

Leslie Ament
Managing Partner
Hypatia Research, LLC

Leveraging the Value of Customer Data

We benchmarked more than 500 companies and found that in converting customer intelligence into profits, leading organizations are more likely to apply a comprehensive approach comprised of select capabilities, outsourced services, processes, and technology enablers.

Our research found that high performers using Customer Data

to guide Customer Management professionals in developing successful Customer Intelligence Management eco-systems

& processes for enterprise CI at the [CRMA 2008 National Conference](#) in Atlanta, August 25-27.

Participating companies include:

[Teradata](#), [Salesforce](#), [Dun & Bradstreet](#), [Genesys Labs - Informiam](#), and [QAS, an Experian Company](#).

Mark Your Calendars!



Hypatia

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



Authored by

Maria Dzielska

Integration, Data Quality, Profiling and Verification solutions realized more than 25% annual improvements in these key metrics:

- Annual increase in revenues
- Customer Acquisition & Retention Rates
- Reduction in operational costs
- Improvements in customer acquisition & retention costs.

Want to learn more? [View our presentation.](#)

Howard Baldwin Joins Hypatia!

Starting in 1987, Howard Baldwin has covered the impact of technology on business writing about everything from PCs and Macintoshes to games and mainframes, and the chips that run them.

With extensive expertise at leading industry publications as: *Electronic Business, Electronics Design Chain, ZDNet Tech, M-Business, Line56, PC Computing, Corporate Computing, UnixWorld, Open Systems Today, Macworld, CIO, and Upside*, Baldwin's work as executive editor, senior editor, columnist and author has significantly influenced and educated business leaders for over two decades. [full bio...](#)

Re-engaging The Departed Customer: GMAC Insurance

Business Valuation Report

A number of companies are realizing gains in customer insight and reversing customer migrations by using data modeling & analysis tools or services for actionable customer intelligence & decision-support. [This month's featured report](#) is available on our website now!

GMAC Auto Insurance, a subsidiary of GMAC Financial Services, provides auto insurance policies through multiple channels -- direct to customer, web self service, and through automotive dealerships. In 1998, it became an early adopter of online customer interaction tactics.

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?

Results: GMAC Insurance has seen significant improvements in

Published by Harvard
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Revealing Antiquity

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.

Vendor: Kefta / Acxiom Digital.

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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