



Deepening customer insight.

- Manage data, profile and segment customers, and predict customer behavior.

Choreographing customer interactions.

- Develop and optimize strategies, and manage customer engagement at the enterprise level.

Continuous improvement.

- Measure and report KPIs that matter, optimize investment of sales and marketing resources, and continuously learn from every customer interaction.



Integrate quality customer data.

Accessing virtually any database to create a customer-centric data repository, moving data between operational and marketing systems, and cleansing the data to ensure decisions are made using the right data.



Predict customer behavior.

Exploit predictive analytics to truly understand customers - not just past behaviors, but likely future preferences and purchase patterns. This knowledge enables you to anticipate customer needs, improve customer retention and identify opportunities to cross-sell and up-sell.



Profile and segment customers.

Develop effective customer profiles and segments based on a customer's historical behavior, profitability and future potential. Historically, segmentation has been used to support product-push marketing models; today many companies are using it to more closely understand customers and drive customer-centric strategies, even in a product-centered organizational structure.



TOOLS

- Data integration pulls data from nearly any source and applies proper data quality techniques to ensure customer information is in the best possible state.
- Customer analytics transform customer and market data into insights that can guide decision making. Armed with this information, you can create highly tailored marketing campaigns and identify high-value individuals, instead of inundating customers with irrelevant offers.
- Customer profitability solutions calculate profitability at multiple levels, including: customer, household, product, channel, sales representative and geographic profit centers (e.g., stores, branches).
- Online analytics deliver customer intelligence from the digital data created by customer visits to online channels.
- Social marketing analysis identifies patterns and gleans customer intelligence from enormous volumes of text, such as e-mails.
- Credit risk analysis and assessment capabilities help more accurately develop and track credit risk scores.
- Forecasting allows you to identify previously unseen trends in customer data - helping you to make marketing decisions accordingly.



Interaction

Manage and optimize segment strategies. What unique treatments should each customer receive? What's the best bundling of price and promotion? What is the best strategy for up-selling, cross-selling and retention efforts?

Armed with richer customer insight and targeted customer segments, marketers are becoming more selective about where they invest resources - including which customers they will even accept.



Interactions

Engage effectively with customers.

Naturally, marketing success stems from targeting the right customers with the right offers at the right time - even in real time - while prudently avoiding spending on unprofitable prospects.



Interactions

With deep customer insight and the appropriate enabling capabilities, marketers can effectively manage the customer dialogue across multiple products and channels, balancing the realities of budgets, sales capacity and other constraints





TOOLS

Advanced campaign management enables marketers to plan the most effective campaign offers and strategies, target campaign activities to tightly defined market segments, act on those plans and learn from the results.

Campaign management automates campaign processes, such as pulling lists, managing communications with customers across multiple channels, tracking responses, and consolidating and reporting results.

Modern campaign management systems enable marketers.

Manage customer relationships at an individual level.

Measure the relative effectiveness of various offers and creative treatments.



Continuous Improvement

Measure and report on all aspects of the marketing organization

Align activities to strategies and goals, and improve the performance and accountability of marketing, sales and service.

Deliver the information that marketing team members need, in a form they can use to support decisions and understand their contributions to overall success.



Continuous Improvement

Optimize investment across direct and indirect marketing.

Analyze and optimize marketing mix elements, such as advertising, promotion and pricing; media plans by medium and market; and customer segmentation and treatment strategies.



Continuous Improvement

Continuously learn and improve through a closed-loop system

Leading to a knowledge-based relationship with your customers that will differentiate you from your competitors.

