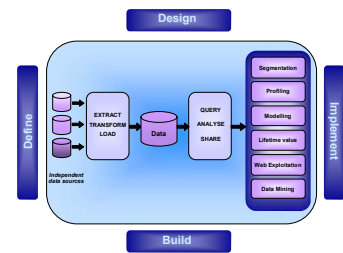




## Helping you understand and target the right customers



A flexible framework for Customer Intelligence solutions

For many organisations, improved customer relationships are considered key to their continuing success in building customer loyalty, managing churn, increasing lifetime value, protecting market share and driving profits.

**BI Solutions** can help you understand every aspect of your customer base, plan and implement more targeted sales and marketing campaigns and ensure your customers don't become *somebody else's* customers. Because no two companies or customers are the same, our Customer Intelligence solutions are tailored to meet each company's specific needs.

### Understand your customers

The corporate data you already possess, probably held in various systems, contains much of the information you need to understand customers. For marketing, sales and other decision-makers to perform dynamic and effective analyses and drive improved relationships, this data must be efficiently structured and readily available.

The other essential requirement is having powerful analytical and reporting tools that enable you to ask the right questions, examine your customer base in more innovative ways and take the appropriate action at the right time. We can help you answer key questions including:

- Who are my most profitable customers?
- Which of our products and services are the most profitable?
- How can we match suitable products with individual customers?
- How can we predict and plan for changing customer behaviour?
- What are the best sales and marketing channels to use and when?
- How can we listen and respond to customer needs and deliver real value?

### Customised intelligence

Depending on your business, its markets and corporate objectives, our Customer Intelligence solution can be customised to meet your company's specific requirements.

Based on proven IT and business skills, these are just some of the solutions available:

- Customer Definition and Segmentation to analyse behaviour and target specific groups
- Profitability Analysis to explore the current and potential value of customers
- Lifetime Value to identify the most valuable customers and determine the best ways to retain them
- Customer Churn to predict which customers you might lose and plan strategies to retain them
- Customer Scoring to determine potential customers and drive appropriate marketing activity
- Trend Analyses to understand patterns in the business and predict future behaviour
- Web Analyses to analyse customer behaviour through your web site and web-based sales channels
- Campaign Analysis to track the outcome of campaigns and feed the insights gained back into the loop

Customer intelligence is key to understanding and targeting the right customers.

*Using a formal yet highly flexible methodology, we implement Business Intelligence solutions in discrete phases. This enables us to ensure that our clients achieve business benefit - fast.*

To discuss how we can help your organisation, please call **BI Solutions** on the number below or alternatively contact either **Jas Rehill** or **Jehan de Silva** by email:

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