

Generating Growth From Your Data

Our Results

Clients who we have worked with have seen results such as:

32% uplift in acquisition rates

16% increase in customer profitability

20% reduction in high value churn

15% uplift in customer product holdings

10% reduction in 'cost to serve'

Are you using the value within your data to:

1. Identify new business leads?
2. Understand who your high and low value customers are?
3. Retain high value customers?
4. Increase product penetration across your customer base?
5. Win back lost customers?
6. Contact customers through the right channel, with the right offer at the right time?

We have a proven track record of working with our clients to:

- Identify and assess new opportunities within their existing customer base.
- Identify and qualify high value leads for new business.
- Use analytical models to identify customers at risk of leaving and most likely to buy.
- Devise appropriate campaign strategies for new business, sales and retention.
- Design and implement customer focused processes to execute and measure targeted campaigns.

Our Approach

1

Understanding:
Customer Segmentation



We extract and analyse our clients' customer data to create a single view of their customers. Through analytics we identify distinct segments in their customer base, understanding their value demographics and behaviours. To deliver profitable growth, we focus on the insights that inform the right campaigns for each customer.

2

Planning:
Customer Management Strategy



We turn this customer insight into action by designing segmented customer management plans for retention, acquisition and cross sell. This focuses investment on those segments that demonstrate the most potential. To compliment these plans we take a truly customer centric approach, by designing optimum customer journeys and processes making each channel customer and performance focused.

3

Execution:
Campaign Operations



We help clients to put the operational building blocks in place to execute profitable sales and retention campaigns. This includes helping our clients to structure effectively to deliver results, effective lead management and increased channel performance.