

CUSTOMER INTELLIGENCE FUNDAMENTALS

Target Group: Organizations with large customer databases
(Banking, Telco, Retail, Insurance, Utilities...)

- CRM Managers
- Direct Marketing Managers
- Database Marketers
- Campaign Managers
- Segment Managers
- Product Managers
- Marketing Specialists
- Customer Data Miners and Analysts

Duration: 2 days

Prerequisites: None

Vision: Participants of this course will gain a clear understanding of what the notions CRM and Customer Intelligence mean and what are the differences among strategic, operational and analytical CRM. With practical real life examples and best practice they will go through all necessary and optional capabilities of CRM and they will get a clear top-down business view of CRM in a customer centric organization. The main topics will cover customer segmentation, cross selling, retention, customer life time value and campaign management together with practical examples in a form of hands-on sessions where participants will be able to develop their own cross sell model or campaign. The training's focus is business view and best practice in various areas of CRM, not deep technical or statistical aspects of CRM and Customer Intelligence implementation in organizations.

Contents:

Customer Intelligence Definition

Analytical Customer Intelligence – Creating Customer Insight

Single Customer View

Customer Segmentation and Profiling

Predict Customer Behavior

- Next Best Offer
- Cross Sell/Up Sell
- Customer Retention
- Customer Life Time Value
- Customer Segmentation and Profiling

Web Behavior Tracking

Operational Customer Intelligence – Choreographing Customer Interactions

Campaign Management

Event Based Marketing

Real Time Marketing

Marketing Optimization

Strategic Customer Intelligence

Measure and Report

Marketing Mix Optimization

Marketing Performance Management

