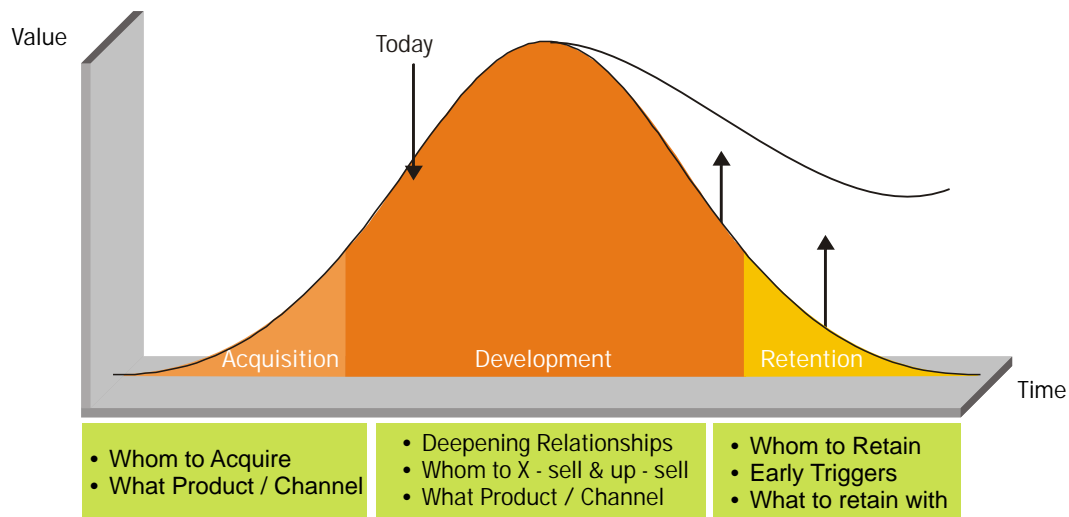


# ADD THE POWER OF ANALYTICS TO CRM

## ANALYTICS ACROSS THE CUSTOMER LIFECYCLE WIN THE RIGHT CUSTOMERS. CREATE A LASTING BOND. PROTECT FOR LIFE



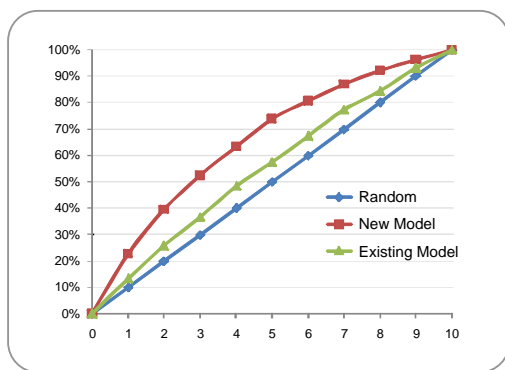
## ANALYTICS AT WORK

Understand your customers	Acquiring New Customers	Cross-selling and up-selling	Product Design and post-sales servicing
<ul style="list-style-type: none"> <li>▪ Who are our Customers from a demographic and a psychographic perspective</li> <li>▪ How price sensitive is each segment? Can I price to maximize sales and/or profitability</li> <li>▪ Who are our most loyal, and who are our most profitable Customers</li> <li>▪ Which Customers are at most risk of disengagement / attrition</li> </ul>	<ul style="list-style-type: none"> <li>▪ How do I proactively acquire New Customers</li> <li>▪ Who will be my most profitable customers?</li> <li>▪ Can I leverage varied data sources to expand my prospect universe and implement efficient direct marketing campaigns</li> <li>▪ How can I lower my direct mail marketing spend while maintaining results</li> </ul>	<ul style="list-style-type: none"> <li>▪ Which products appeal to which segment of customers</li> <li>▪ Repeat buying behavior based on loyalty information</li> <li>▪ Which products to cross-sell and which products to upsell</li> <li>▪ Depending on the Customers lifestage, when do I cross-sell and up-sell</li> </ul>	<ul style="list-style-type: none"> <li>▪ How do I design and launch New products so as to increase penetration and maximize marketshare?</li> <li>▪ Can I leverage servicing and warranty claims data to proactively action on parts stocking and preventive maintenance</li> </ul>



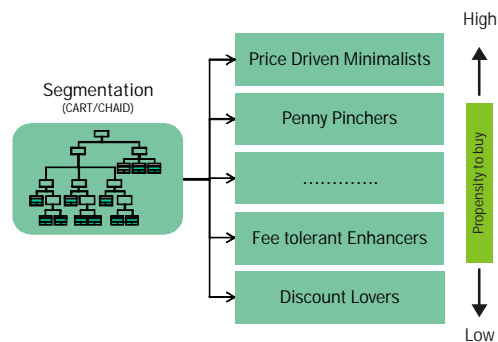
## ADD THE POWER OF ANALYTICS TO CRM

### LOWER YOUR DM COSTS WITH PREDICTIVE SCORECARDS



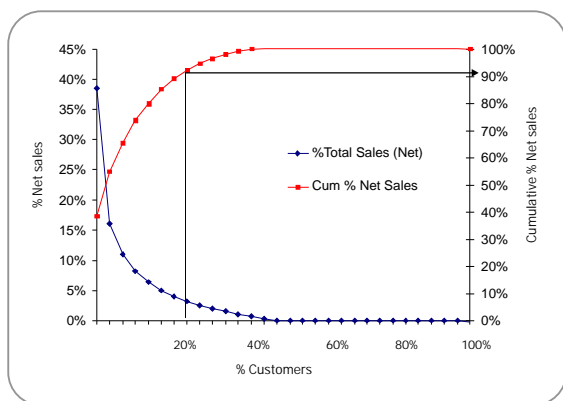
One of the prime reasons for poor response rate of any direct marketing campaign is bad targeting. We can design and build scorecards to decision on which Prospect to profitably target to achieve desired response rates. The same principles are also applicable to develop score cards for effective Retention, Cross-sell, Up-sell, Repeat purchase, etc.

### INCREASE PRODUCT SALES WITH THE RIGHT CUSTOMER SEGMENTATION



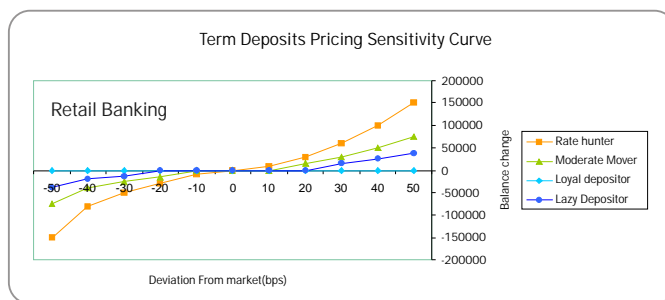
It is not enough to segment your customers, but more critical to segment them using the right parameters. With our business experience we first decide on what parameters to segment on before doing the segmentation itself.

### FOCUS FOR BETTER RESULTS IDENTIFY AND ACT ON HIGH VALUE CUSTOMERS



To maximise returns on your marketing efforts we need to understand Consumer behavior and corresponding levers to influence. We can help you identify these customers based on various criteria – RFM, profitability, etc. We can also build scorecards to identify profitable Prospects.

### MAXIMISE YIELD BY PRICING BETTER



Pricing is one of the most sensitive lever to improve your profitability. We can build tools to establish the price sensitivity of various customer segments. Based on this, pricing strategies can be developed for different segments to maximise profitability through better margins and/or better volumes.

## CONTACT

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