

Customer Intelligence

ARE YOU UNDER PRESSURE TO REDUCE COSTS
AND INCREASE SALES ?

Generating Valuable Customer Insight is Challenging

Today organisations face the dual challenge of retaining customers in an increasingly competitive environment, whilst operating with reduced sales and marketing budgets. They must ensure that their activities are focused on understanding customers' needs and wants, while providing the product or service which differentiates them from the competition. Leveraging the value of customer data can play a key part in helping you face these challenges. However, as markets change and customer expectations shift, transforming customer data into valuable insight is proving increasingly difficult.

At Distinct, we understand the business challenges you face. Whether its targeting your sales activity more effectively, reducing churn or understanding where value lies in you customer base, we have the experts to deliver the required solution. Our team are a unique combination of individuals that have held leading roles in industry, combined with extensive analytics experience, including Data Model Design, ETL, Customer Intelligence Reporting, Statistical Modelling, Data Mining and Service Management and Delivery.

We have industry specific Customer Analytics solutions for Banking, Insurance and Telecoms sectors. Our unique expertise and flexible service delivery models, enable the efficient and effective delivery of Customer Intelligence in your organisation.

About Distinct Customer Intelligence Services

Distinct Customer Intelligence (CI) services offer you the people, process and technology to deliver cost effective CI solutions, which derive valuable insight from your data. These insights form the foundation for creating customer management programmes that will help you to optimise revenue, improve marketing ROI and inform effective contact management strategies.

Our services are designed to meet your organisation's need for:

o Predictive Modelling and Campaign Design

- Analyse current consumer behaviour and identify relevant cross sell and up sell opportunities
- Build propensity models to identify customers most likely to purchase
- Create lists of scored customer databases for targeting
- Design and implement effective end to end campaigns
- Measure campaign results

o Customer Profiling and Segmentation Models

- Analyse the customer base to identify key characteristics of existing customers
- With the business, define a logical approach to segmentation using relevant variables
- Work with the business to include behavioural information in segmentation
- Ultimately, define a value based segmentation which enables the business to manage the customer experience and focus marketing spend on valuable segments
- Create segment strategies to optimise profitability and build loyalty

o Churn Modelling

- Analyse current consumer behaviour and identify triggers which indicate possible customer churn
- Build propensity models to predict customers who are most likely to churn
- Create lists of scored customer databases for retention activity
- Design and implement effective retention strategies

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A Distinct Solution

To support clients in delivering valuable insight, Distinct has developed **iSuite**, a secure, scalable and high performance Customer Intelligence platform, upon which we have successfully delivered outsourced data mining and predictive analytics services. We have the right mix of proven technologies and highly experienced analysts, to deliver intelligent analysis and insight to support you in making the right decision in a cost effective manner.

The Distinct **iSuite** enables clients to supplement and improve existing capabilities and rapidly prototype or deliver new capabilities in an effective manner. Our solution reduces the overall operational risk and software licensing costs traditionally associated with the provision of Customer Intelligence and analytical insight in your organisation.

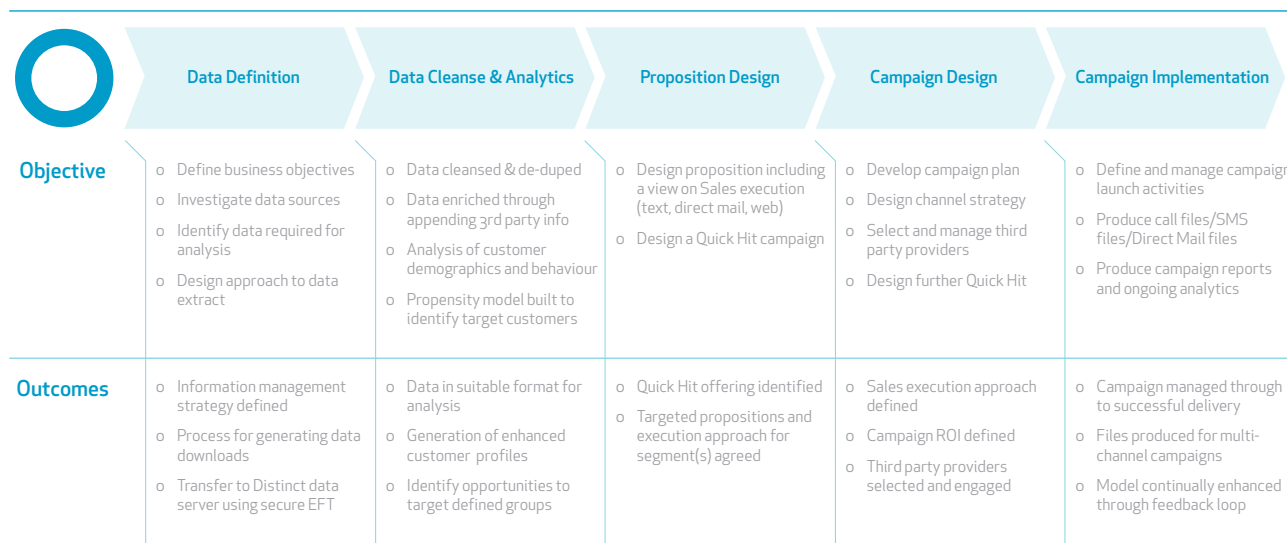
We provide end to end campaign design and delivery, or can supply elements of the service to enhance your business effectiveness. Our approach is based on the following core activities:

Distinct Benefits

Our solutions offer clients the ability to transform data into valuable and effective customer insight, which coupled with our market expertise, delivers significant benefits including:

- o Marketing strategies which will help you drive revenue and profitable growth
- o Improved marketing ROI and reduced marketing waste
- o Reduced churn and improved customer lifecycle value
- o Access to market leading consulting, analytic and modelling skills
- o Reusable and consistent models
- o Services sized and flexible to meet your budget

If you are looking for market leading advice on designing or managing your Customer Intelligence, Distinct can provide you with the answers.



Distinct Results

Some of the recent projects that have been successfully delivered include:

- o Development of a predictive sales model for a multi-national insurance company which resulted in a 40% conversion rate on a lead generation campaign and 25% sales conversion rate
- o Development of a 'propensity to purchase' model for a large pensions provider which generated a 300% sales uplift in comparison to the control group
- o Generated prospect lists for a large life assurance company of contacts with a 5 times higher than the average likelihood to purchase

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