Customer Relationships in an e-World:
Developing the Customer Centric Organization

Personalization and Web Usage to Build Web Customer Communities
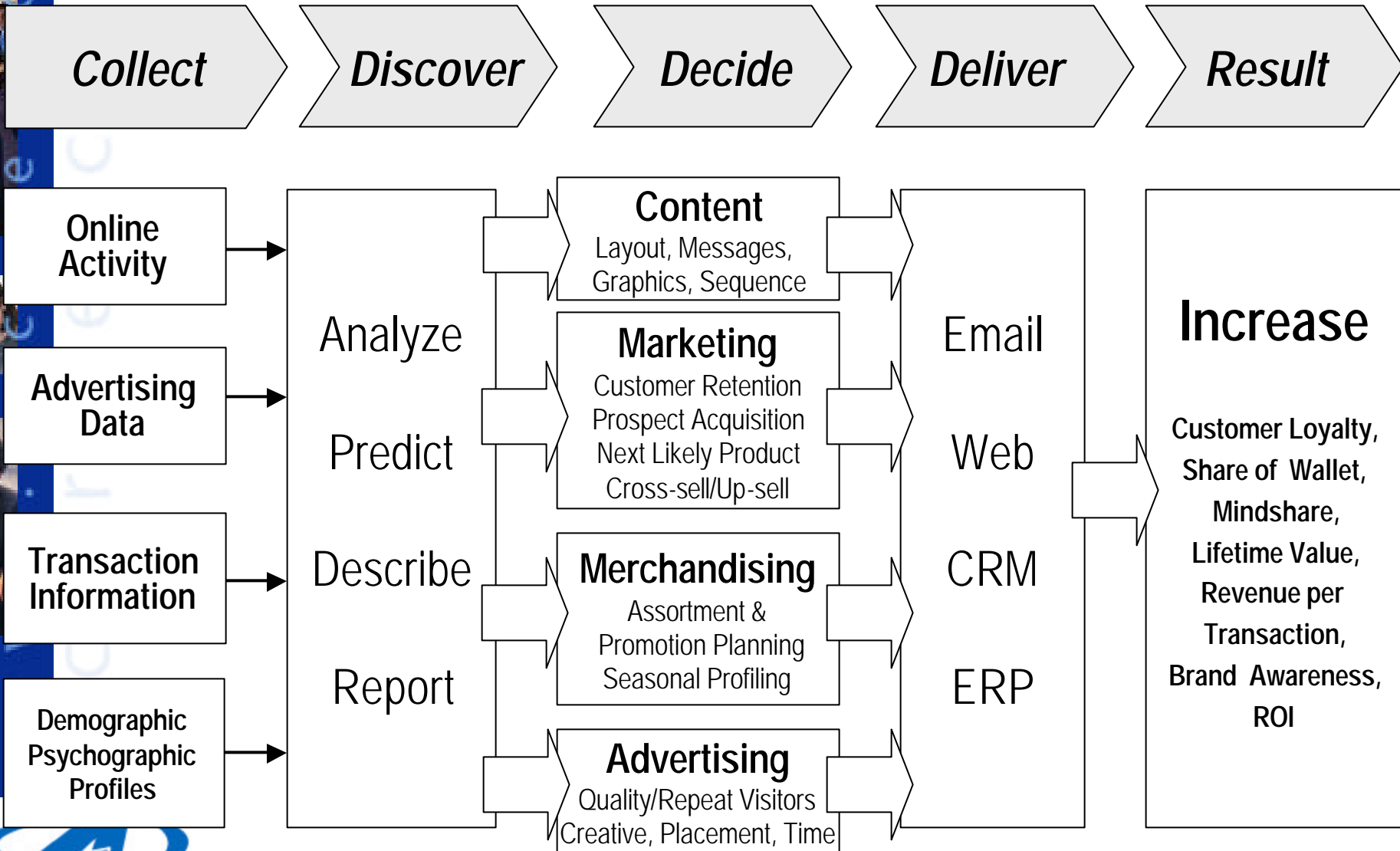
Panel Discussion

Jonathan Becher
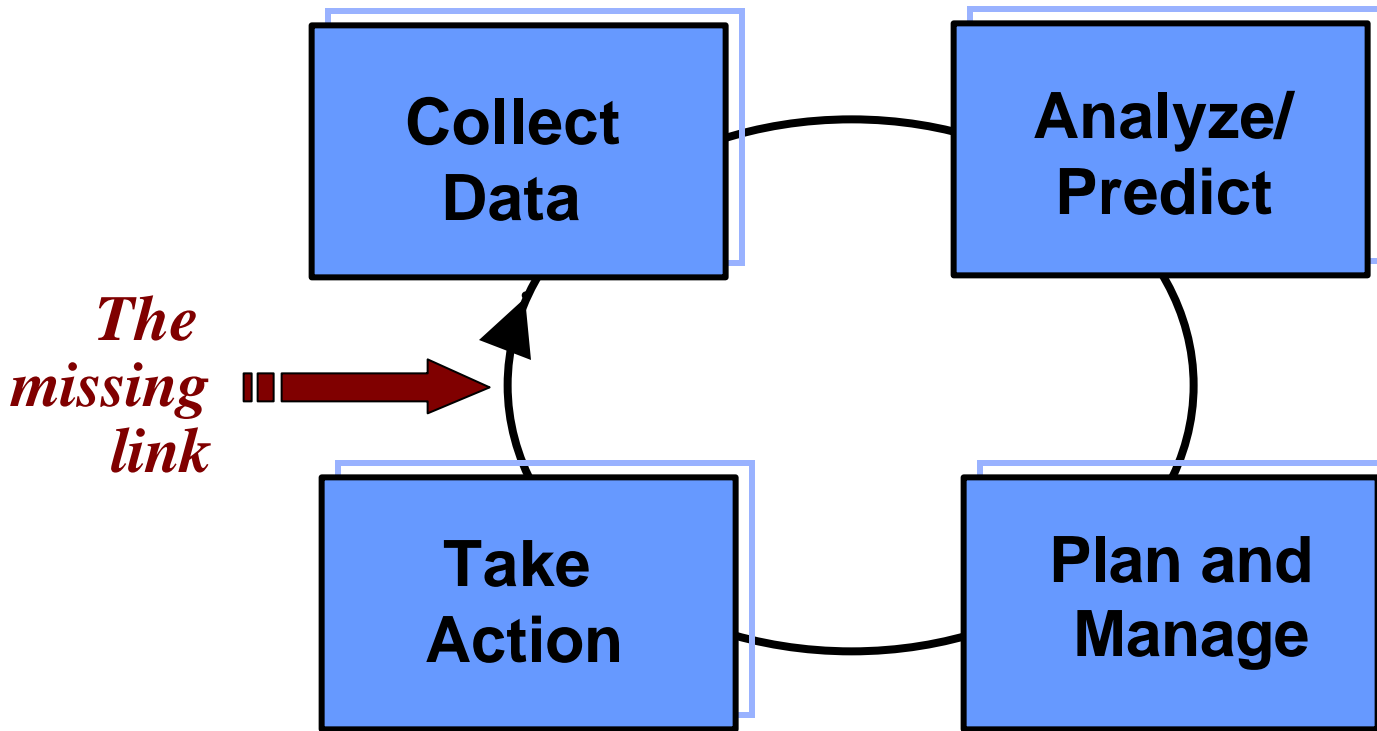**VP, Product Strategy**
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Multi-Channel View of Customers

Collect	Discover	Decide	Deliver	Result

Online Activity

Advertising Data

Transaction Information

Demographic Psychographic Profiles

Analyze

Predict

Describe

Report

Content
Layout, Messages, Graphics, Sequence

Marketing
Customer Retention
Prospect Acquisition
Next Likely Product
Cross-sell/Up-sell

Merchandising
Assortment &
Promotion Planning
Seasonal Profiling

Advertising
Quality/Repeat Visitors
Creative, Placement, Time

Email

Web

CRM

ERP

Increase

Customer Loyalty, Share of Wallet, Mindshare, Lifetime Value, Revenue per Transaction, Brand Awareness, ROI

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Closed Loop Personalization

Collect Data

Analyze/ Predict

The missing link

Take Action

Plan and Manage

Building Community Segments

Explicit
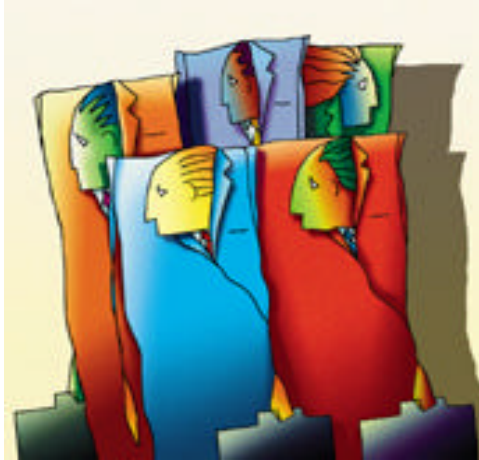
Implicit

- Top down analysis
- Constructed manually
  preset or requested by users
- Most common available
  chat rooms, newsgroups

- Bottom up analysis
- Automatic from data
  #, boundaries, membership
- Not user visible
  purchase circles, profiling

Learn from group behavior to personalize for individual

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