

Paper 405-2009

Customer Intelligence Panel

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ABSTRACT

There has been a recent resurgence and acceptance regarding the importance of Customer Intelligence as a driving force behind business strategies. Customer Intelligence is not just about metrics anymore nor it is not just about Marketing. Knowledge about customers is being utilized empower organizations and creating real value for customers. This knowledge base can leads to increased relevance in communications and engagements with customers which ultimately leads to increased loyalty and purchase frequency.

The optimal use of analysis remains a key requirement for success, the ability to incorporate emerging concepts and technologies, such as text mining, real-time knowledge & targeting and social network analysis will have a long-term effect on future success.

No paper was submitted for publication.

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