



Embedded BI:

Set up a customer behavioral database to do market segmentation analysis within days.

8thManage Embedded Business Intelligence

The ability to set up a database to capture and maintain a vast amount of customer profile and behavioral information, and to apply simple “power search” with “AND” operation on this database to identify specific groups of target customers for sales and marketing purpose is a compelling business proposition. The concept is simple; the benefit is immense; with 8thManage embedded BI, 8thManage eSurvey and 8thManage email campaign technology, users can accomplish all this with ease and have tangible results within days.

For example, a marketing specialist responsible for launching a new type of computer in the UK may wish to invite C-level managers to attend a launch event. She could package the launch event with a chance to win 2 tickets to Wimbledon. With 8thManage embedded BI capability, she can easily search the contact database using search criteria: Country=UK, Title=CXO, Interest=Tennis. With this approach, the marketing specialist would motivate UK CXO’s who have an interest in tennis to register for the event.

Implementing 8thManage Embedded BI

Customer Information Data Capture

8thManage CRM offers embedded BI technology to easily capture, disseminate and analyze client and contact information. Using 8thManage CRM’s Admin set-up facilities, the user first develops a list of survey questions with multiple answers and saves the information into 8thManage CRM’s behavioral database. Using 8thManage CRM eSurvey capability, the user can then readily set up a website containing an easy-to-use, multi-check box web-form that feeds collected data to the behavioral database directly. Using 8thManage CRM’s email capability, the user sends email to a large target audience, inviting them to click on a link to access the website and to do the survey online. This way a custom data acquisition system can be implemented without any software development and the user can start to capture valuable client behavioral data online within hours.



8thManage BI Value:

- Identify customers for new product
- Identify new offerings for old customers
- Identify new product attributes for different markets



Embedded BI driven eDM:

Cost effective, secured and personalized marketing communication to reach a focused group of customers.

The captured client behavioral data can then be used to generate standard analytical reports; queried by the 8thManage CRM search engine to yield custom segmentation reports; or, when coupled with 8thManage CRM email campaign engine, utilized for personalized email campaign execution system.

More traditional use of this technology is also evident. Using the 8thManage CRM BI system, a user can, without fuss and at minimal sales and marketing expense, be able to:

- Identify customers for a given product or services
- Identify products or services for a given set of customers
- Identify product or service attributes that are preferred by your customers so that you can optimally build products and services around such attributes

Customer Segmentation

We already have illustrated the use of 8thManage CRM embedded BI capability to identify C-level managers in the UK who are tennis fans as potential product launch attendees; and to generate an email campaign to this specific audience inviting them to a product launch product and including a chance to win two tickets to Wimbledon.

The concept is simple. Its delivery is automated collectively by technologies within 8thManage CRM. Having the behavioral database in-house and being able to leverage it at your discretion, the potency of your email campaigns will only be limited by your imagination. Better still, the database and the tools are completely under your control; unlike having to entrust your customer contact list to a mail service vendor, you can do your magic in complete privacy at practically no incremental cost.

Summing-up

8thManage provides for a totally self-contained embedded BI driven email campaign system that is powerful, easy to use and very cost effective. It enables you to communicate well and frequently with your customers, and update them on the best that you have to offer. It enables you to efficiently capture sales leads, distributes them to sales teams, and to track them to ensure they are well utilized. In the event a “no-action” condition is detected, 8thManage will send out alerts and as necessary will escalate the issue to ensure nothing falls down the crack. 8thManage provides for full cost budgeting, tracking and reporting so that the utilization of the marketing budget is well understood, and helps to ensure that they are put to the best use.

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