

ACRM

Analytical Customer Relations Management

> One-to-one Marketing

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Optimize marketing efforts and increase profitability by implementing customer-centric marketing communication strategies

In today's competitive business environment, companies have to find new ways to increase profitability from their existing customers and acquire new valuable ones, while maintaining high customer satisfaction to prevent churn and increase loyalty.

The modern customers expect us to treat them as individuals. They expect personalized offers to be suggested to them at exactly the right time and via the right communication channels.

Many financial organizations are still struggling with these market demands due to:

- Distributed, incomplete and otherwise poor customer data
- Insufficient customer and market analytical capabilities
- Lack of central planning and efficient execution of campaigns
- Complicated and sometimes no access to relevant customer information by the organization's branches or customer service teams and more.
- No means to analyze and evaluate campaigns effectiveness

Investment in improving the above capabilities will enable financial organizations to create a unified, complete and meaningful view of their most profitable customers, predict their current and future needs and react accordingly, on time and via the most appropriate distribution channels. A well designed system will also give you the ability to evaluate marketing campaigns' affectivity and ROI, facilitating continual performance improvement and substantial, long-term competitive advantages.

Gilon's proven methodology, vast experience in the financial services industry and expertise in data management and modeling, advanced analytics, one-on-one & database marketing strategies, multi-type campaigns planning and execution provide you with a comprehensive solution implementation to address your marketing needs.

→ Solution Brief

Customer Centric Marketing

Data Management

Profile yr customers/prospects

Personalize yr offer/massage

Deliver: Right time Right channel

Flloow up & evaluate

Turn-key solution approach

Gilon provides a full set of ready made solutions, proficient consulting and planning with powerful implementation capabilities that help financial organizations achieve their business objectives:

- **Industry specific data model**
a ready made, designated DM for the financial services industry that will constitute the foundation to the entire solution.
- **Comprehensive data management**
insuring data quality at all times with Gilon's automatic DQA tool, data optimization, cleansing, enrichment, integration and more.
- **Analytical models**
planning and building of advanced customer and market analytics – customer profiling, segmentation, behavior, life-time value, churn prediction, market trends, building customer panels & more.
- **Campaigns' design and execution**
planning and designing the right campaigns to address the organization's

defined business objectives optimized by insights gained from the analytical models.

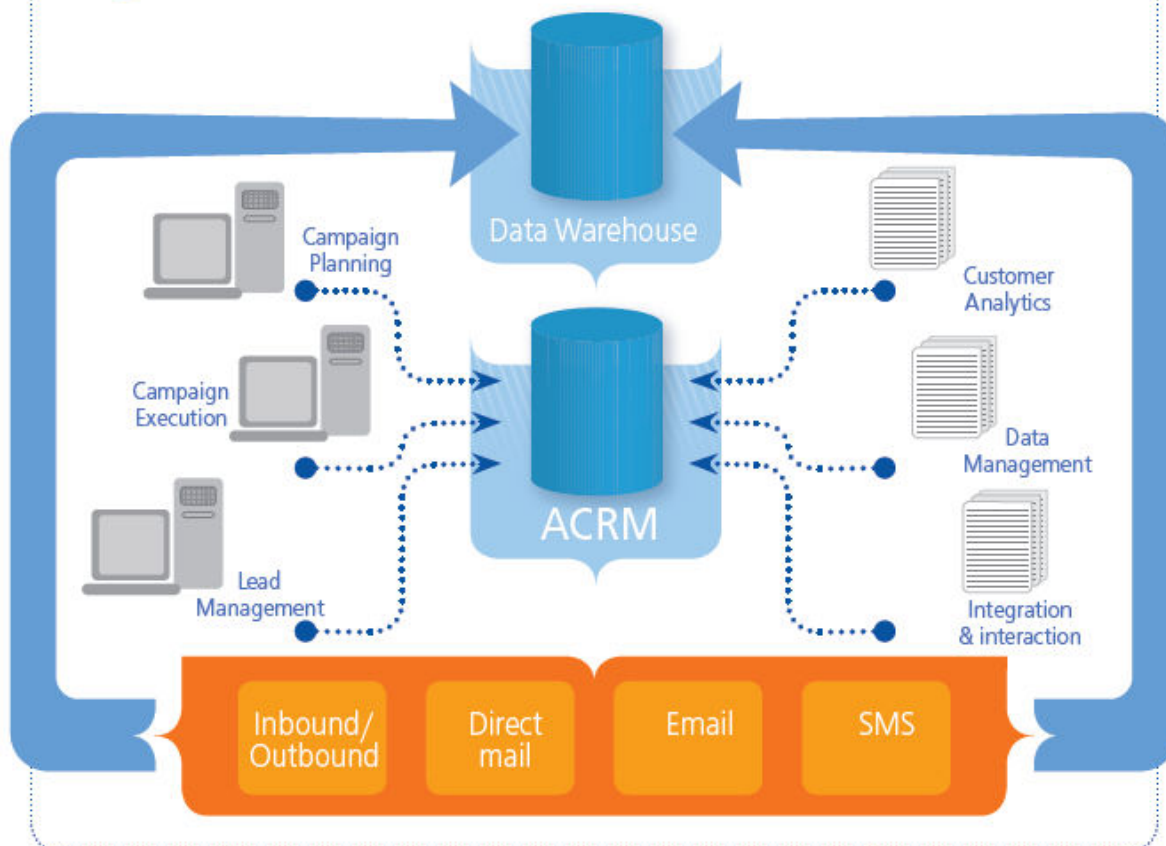
Lead management - Integrate and manage across all channels, define time intervals between communications and prevent over contact

Integration and interaction - Integrate final campaign parameters and forward to the execution channels. Manage a 2-way interaction to sell, service or just learn customer's needs/issues and cross-selling interaction

- **Close the loop**
campaigns' performance management and evaluation – all customers' contact and success history are fed back into the DWH for campaigns effectiveness and ROI analysis.

→ Solution Brief

High level solution architecture:



Drive substantial business value into your marketing activities

Gain real customer understanding through a single customer view supported by reliable customer data. Apply advanced analytics to segment your customers and identify the most valuable ones for up-selling opportunities; predict who is going to abandon you and prevent it with retention campaigns; be always ready with the right offer at the right time.

Increase your customers' satisfaction and your organization's revenues:

- Centralize customer data to create a single customer view
- Insure data quality and reliability at all times
- Understand and predict customers behavior and needs
- Plan one-to-one, personalized, multi-type campaigns
- Execute even the most complex, multi-channel campaigns efficiently
- Manage leads and contacts intelligently
- Learn from the past and improve your performance

Modular Implementation Approach

Gilon supports a modular, multi-stages approach to its solution implementation, allowing modules addition and alternation according to dynamic business needs, while producing immediate business benefits and fast ROI.



Gilon has over 10 years of experience in BI solutions implementation. The company's experts incorporate vast technology knowledge in all aspects of business intelligence together with extensive understanding and insights of vertical markets business requirements and needs.

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