

> SPSS-Audio Broadcast Webinars



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> Commonly Asked Questions

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> Commonly Asked Questions

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Yes

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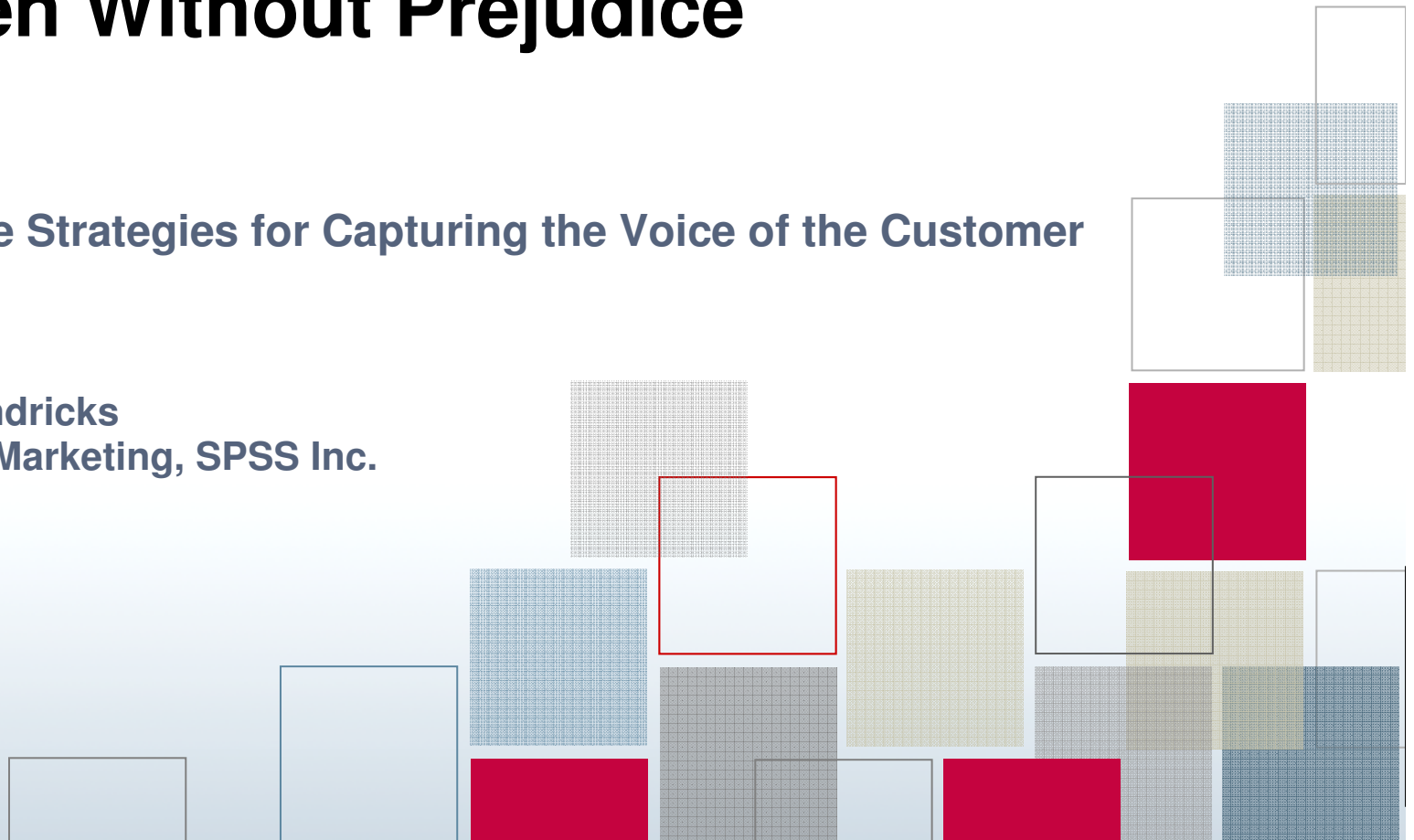
Yes

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> Listen Without Prejudice

Effective Strategies for Capturing the Voice of the Customer

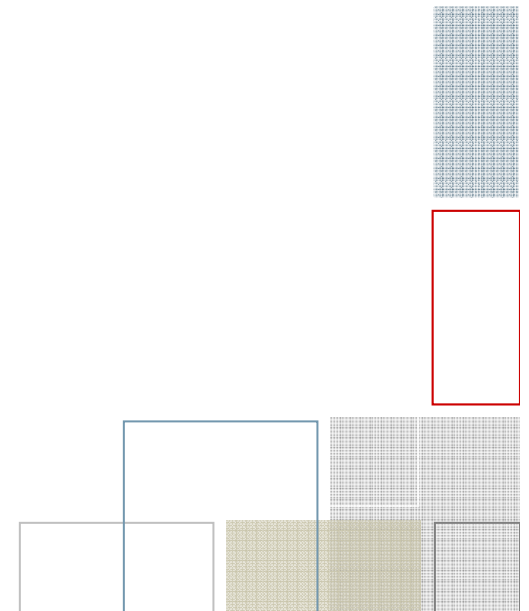
Jane Hendricks
Product Marketing, SPSS Inc.



> The Challenge

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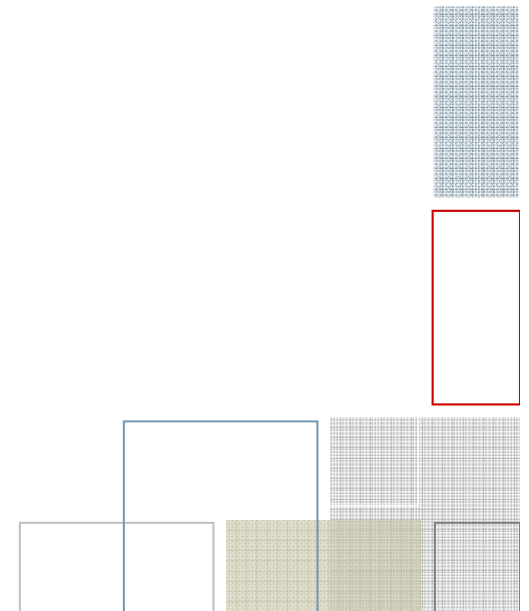
- How do we drive customer profitability, realize business improvement and ROI through feedback?



> Topics for This Session

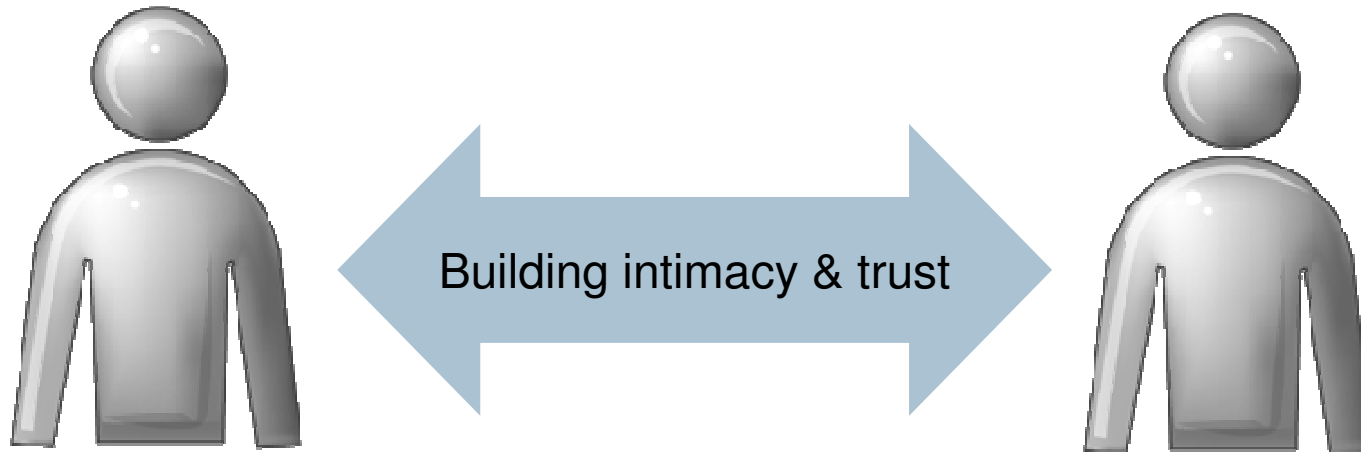
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- The Role of Dialogue
- Emergence of New Voices
- Using the Customer Voice Effectively
- Success Stories

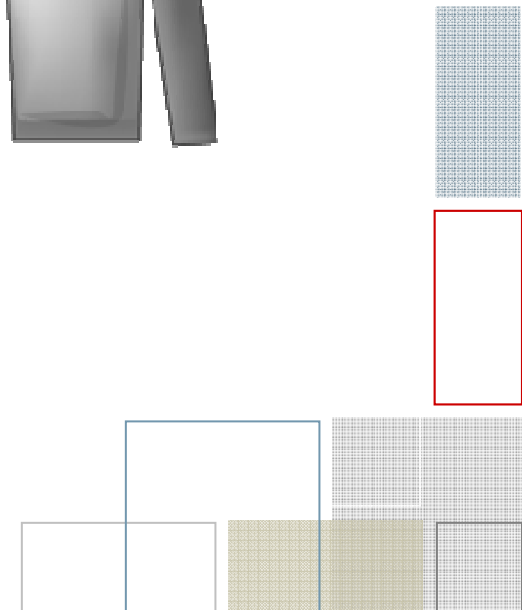


> A Dialogue...

A **dialogue** is a reciprocal conversation between two or more entities.
A **dialogue** is a Conversation between characters in a drama or narrative

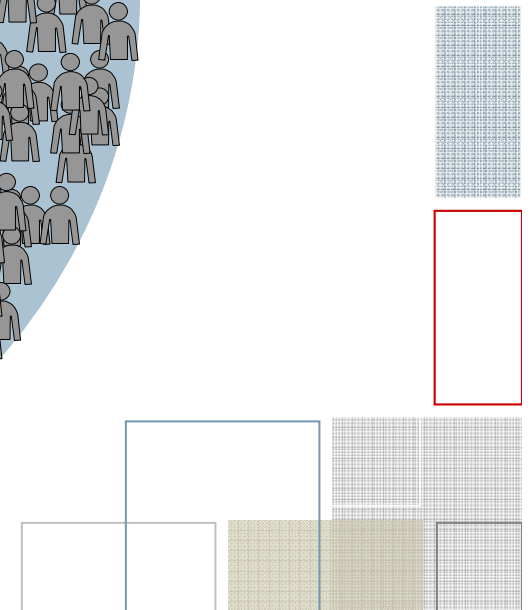
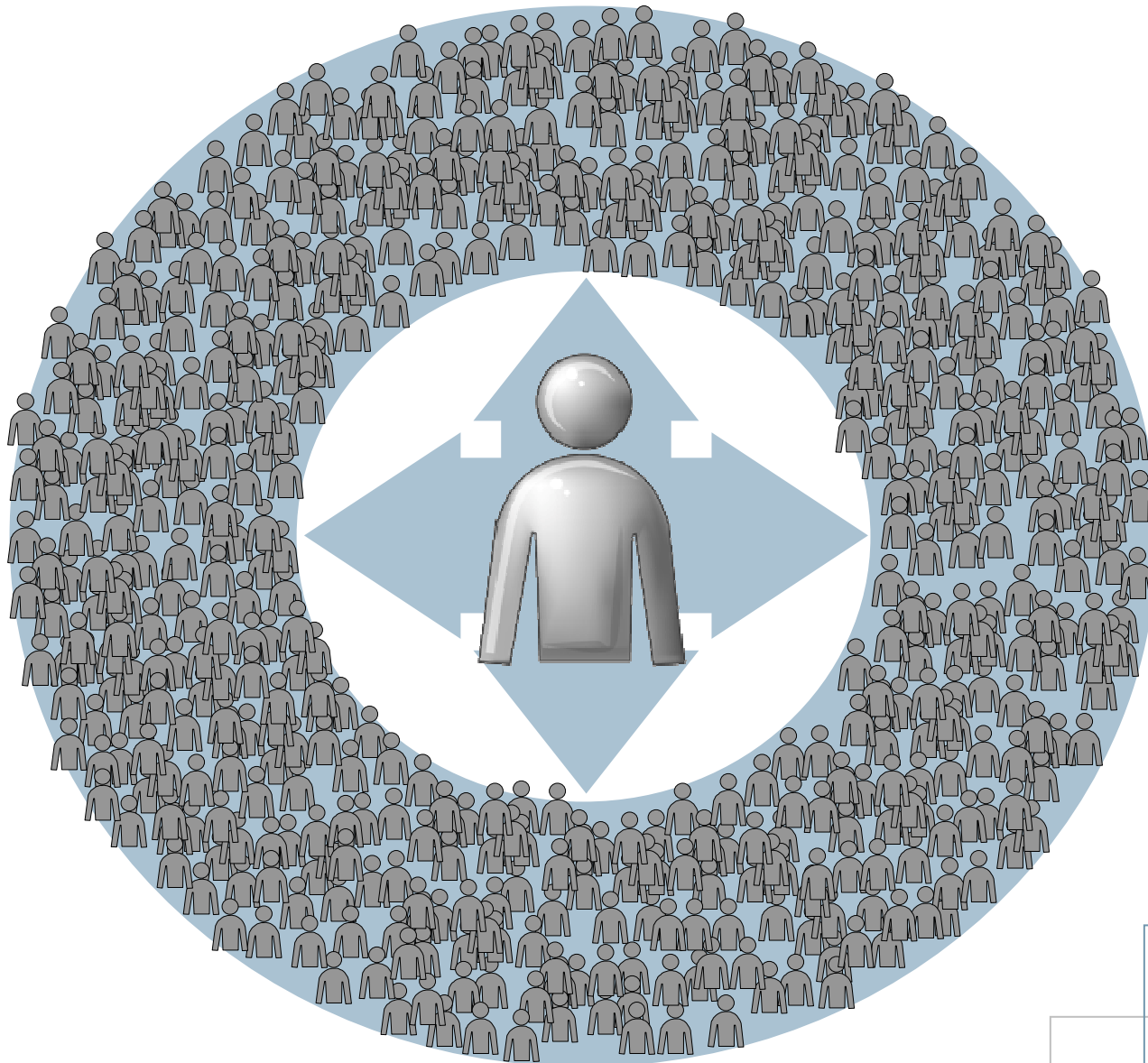


The New IP is Customer Intimacy



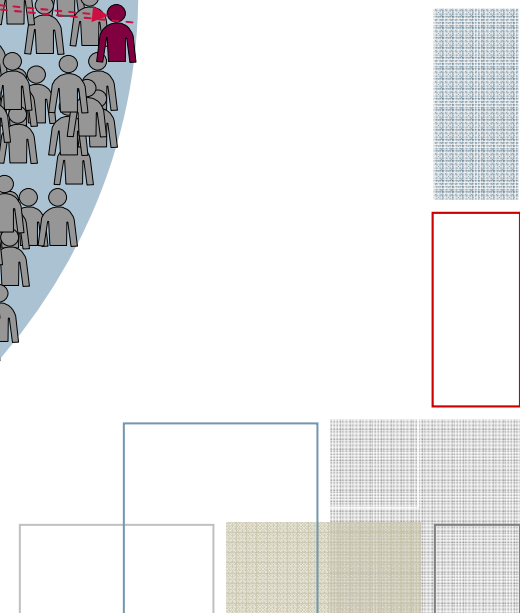
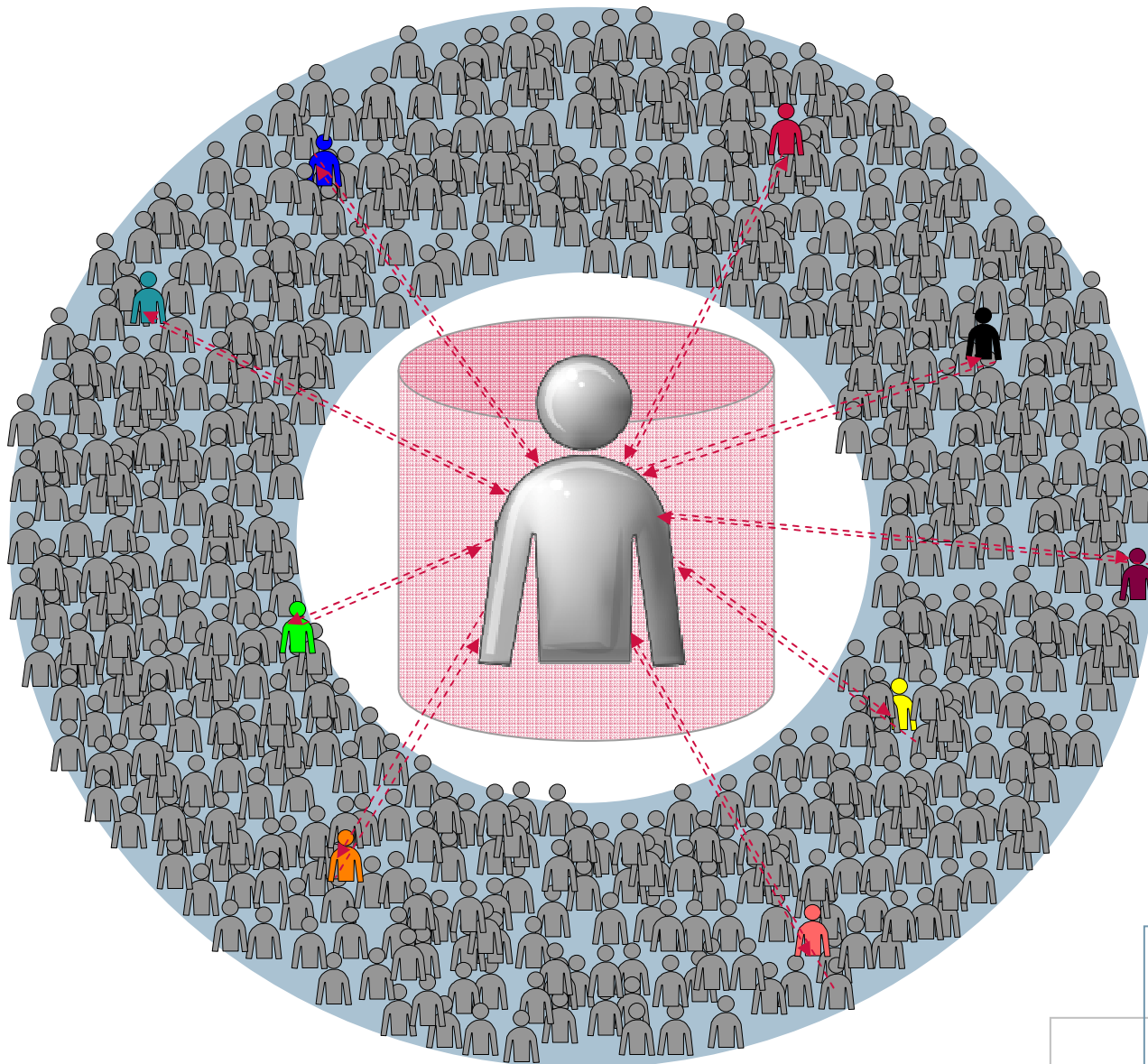
> ...With Millions of People

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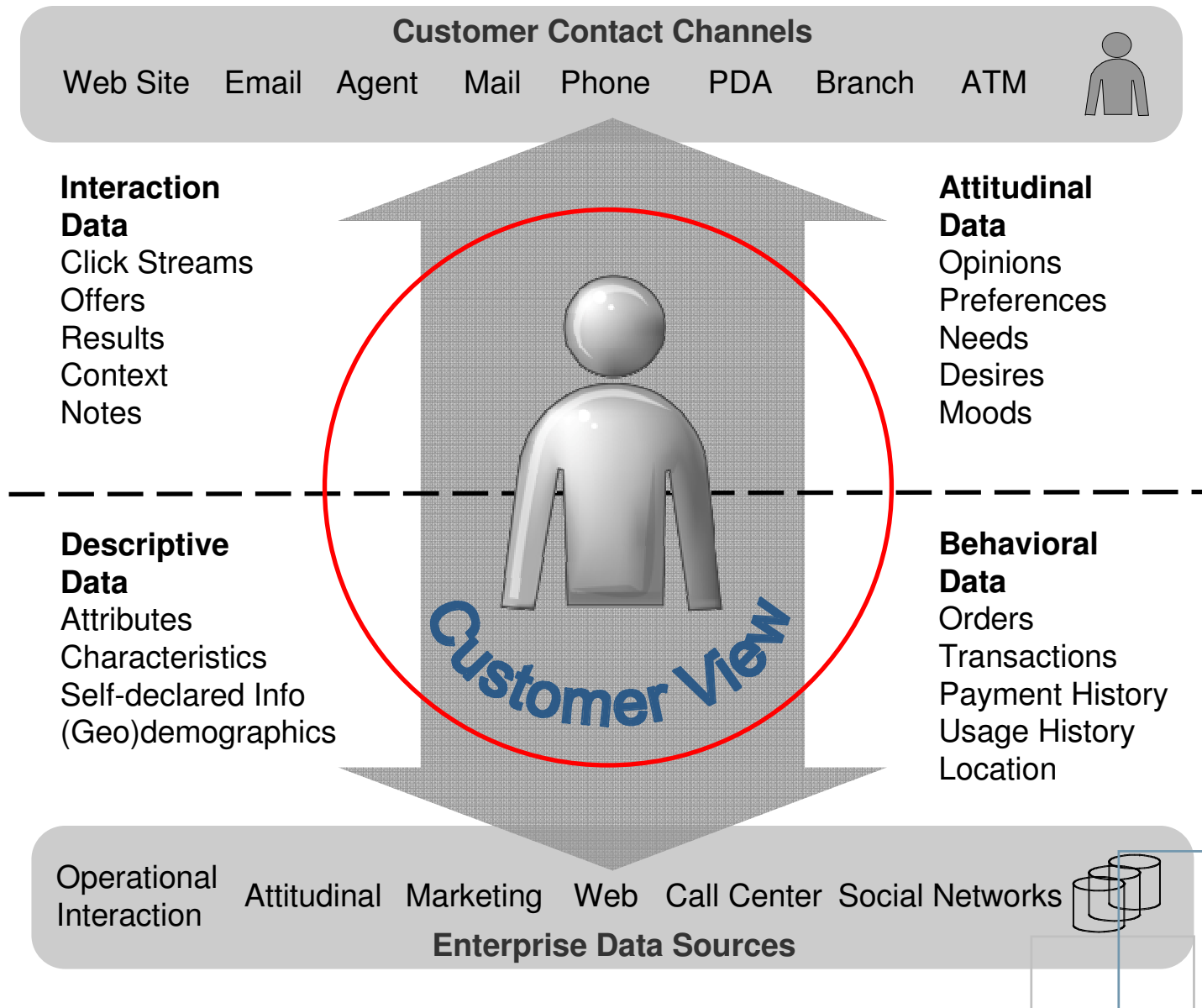
> ...But One on One

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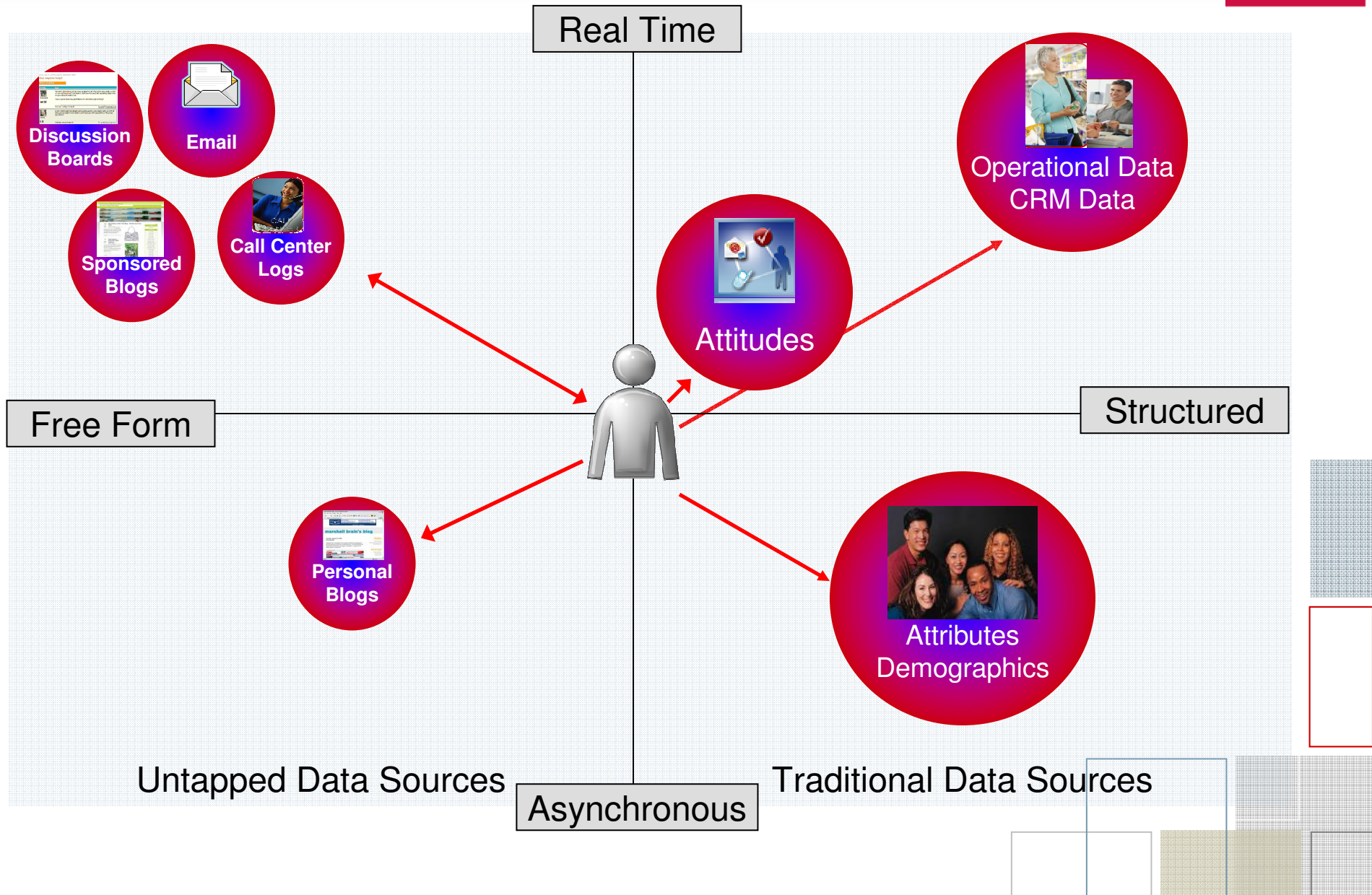


> Data About People

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> Dimensions of Feedback



> Acting With Precision

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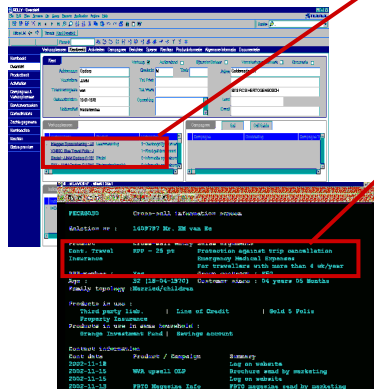
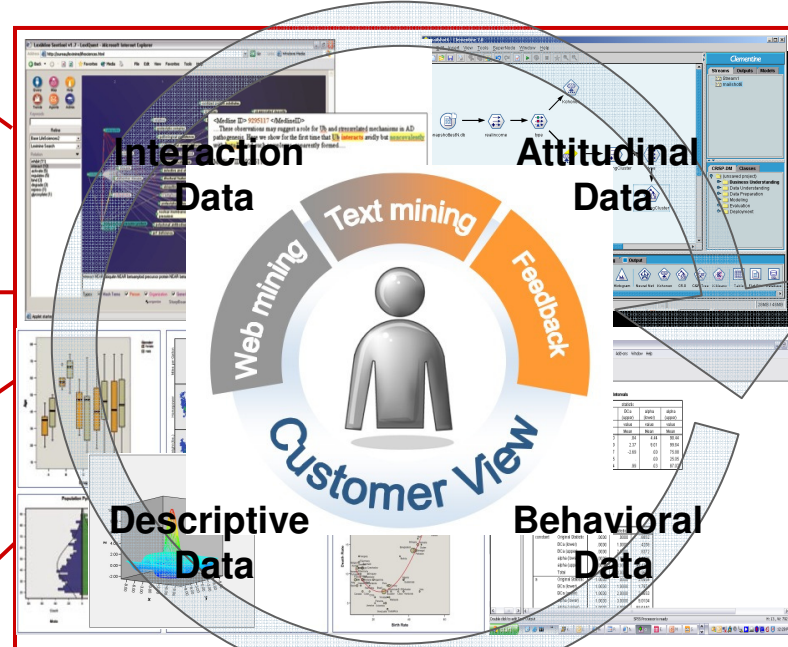
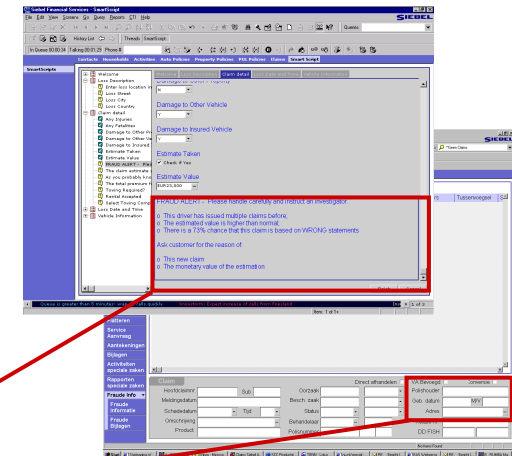
Attract



Cross-sell and Up-sell Offers via the Web Site

Risk

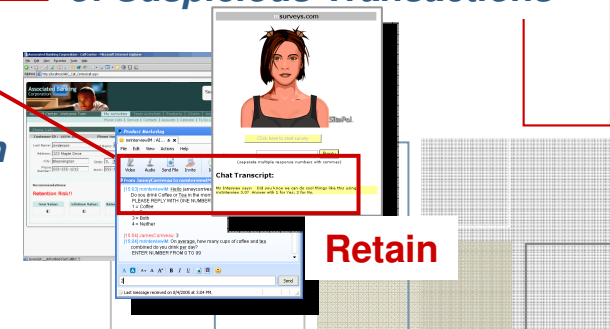
Assessment of Risk at the Point of Data Entry



Sales Offers Presented via the Call Center

Grow

Real-time Retention Actions via Chat Messages



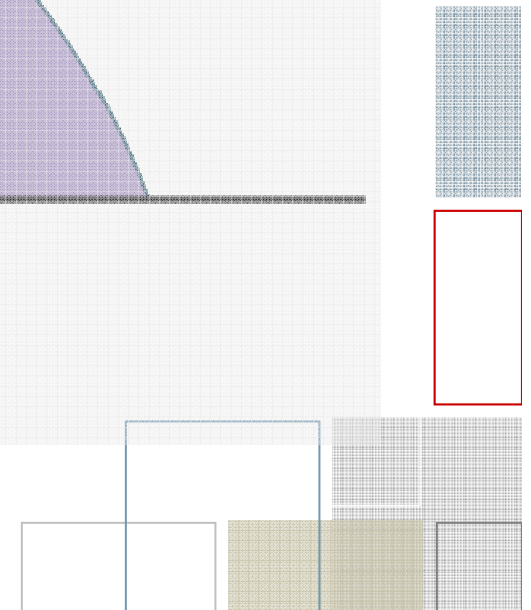
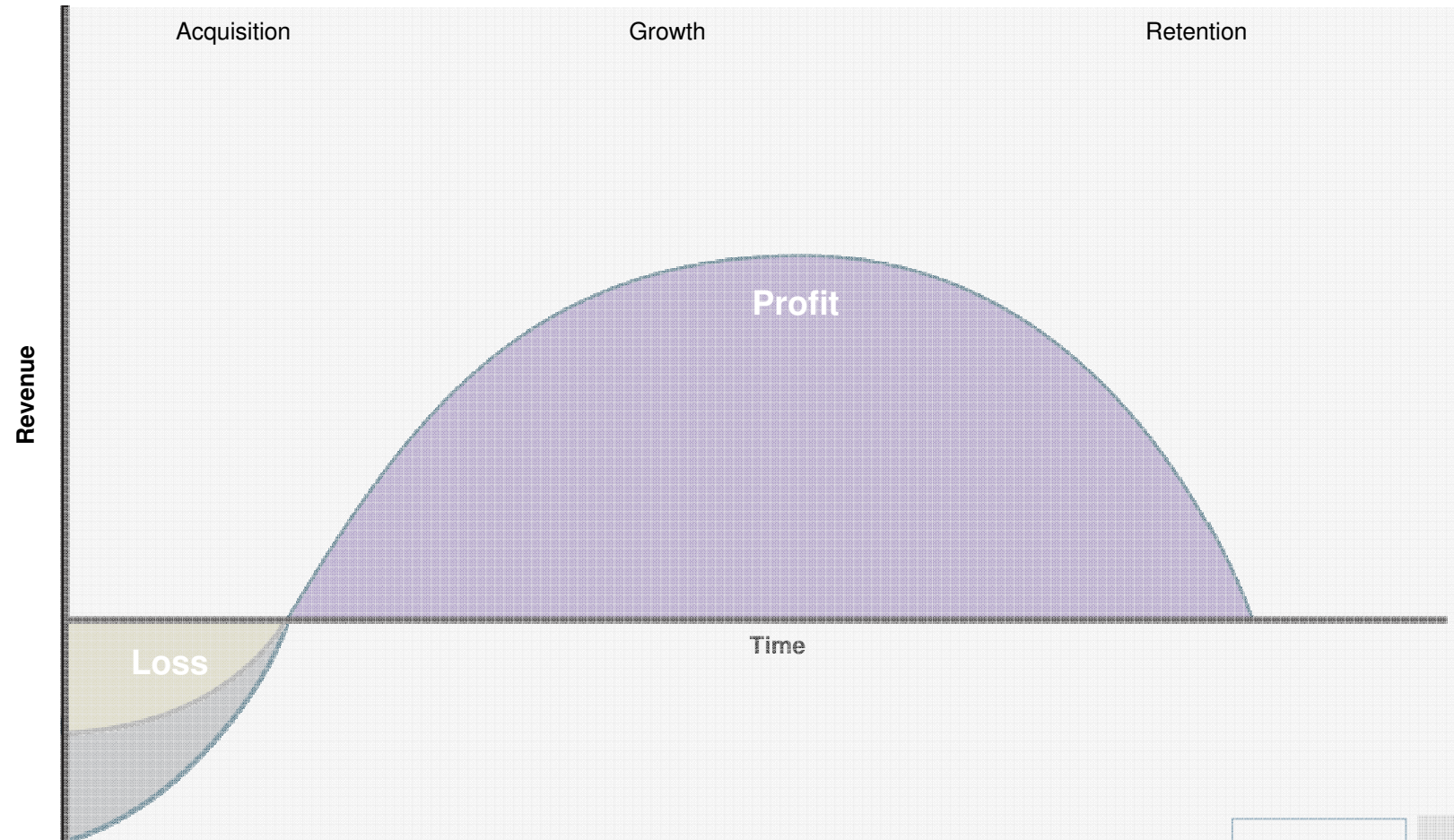
Retain

Real-time Identification of Suspicious Transactions

Fraud

Customer Lifecycle Stages

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> Customer Acquisition

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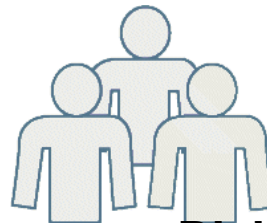
Predict

Who is most attracted to my product?



Capture

Who are my customers?
What are they purchasing initially?
What is their demographic makeup?
What is their attitudinal makeup?

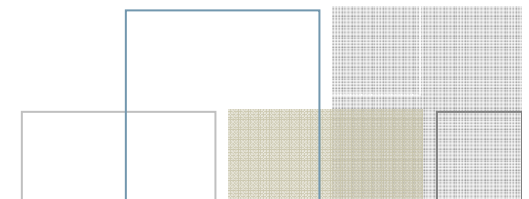


Customer Dialogue

Welcome customer to organization
Demonstrate commitment to feedback

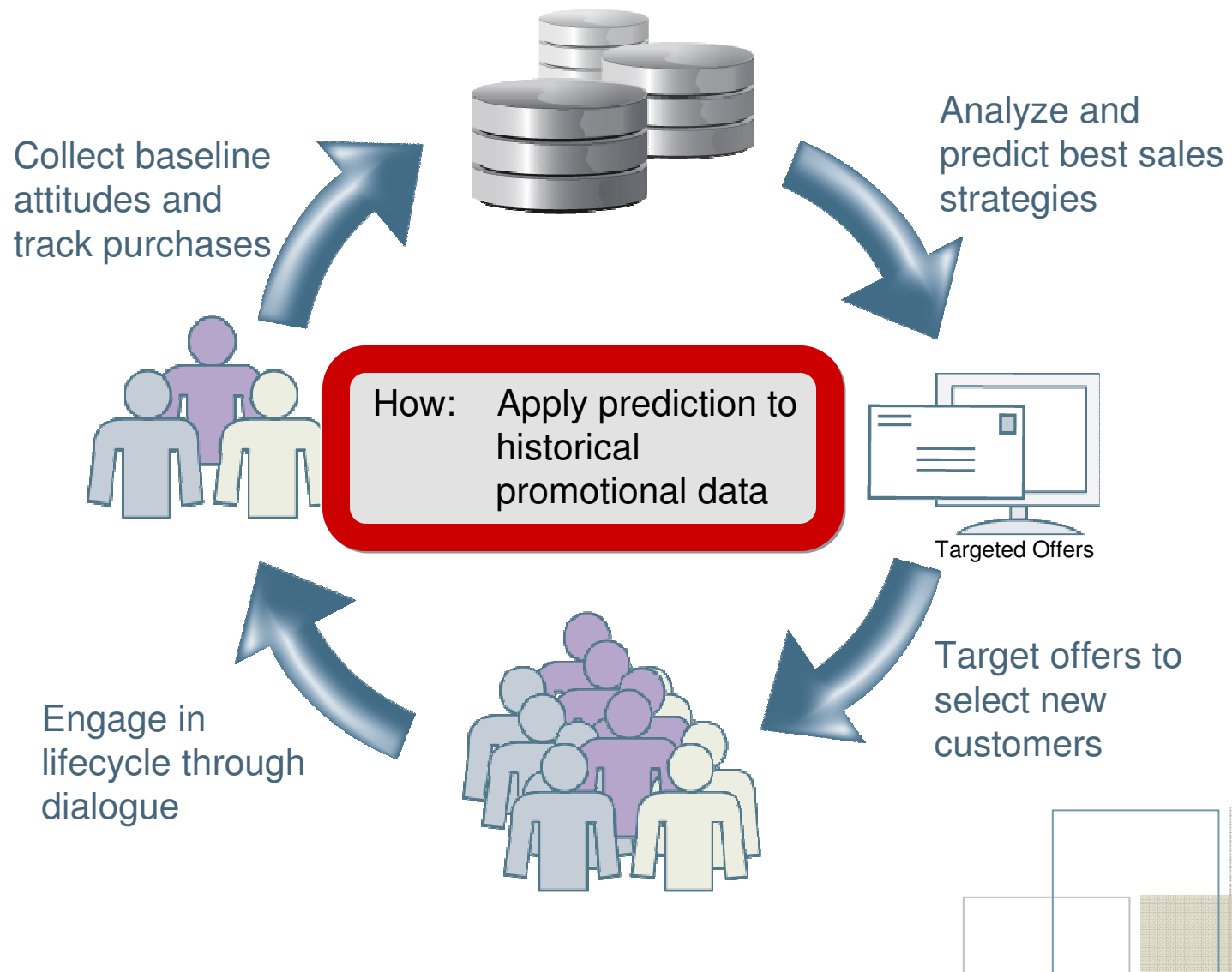
Act

Deliver key insights and segments to marketing teams
Create targeted offers for new customers
Move customers into the lifecycle more efficiently



> Profitable Acquisition

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> Customer Growth

Predict

Are there people that are likely to leave?
What customer segments are most receptive to cross-sell/up-sell offers?

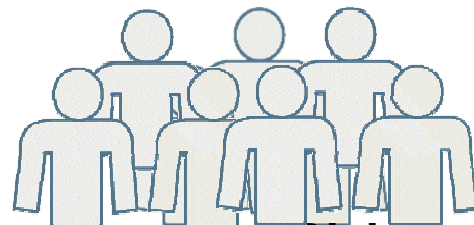


Act

Retention campaigns to profitable customers
Cross-sell/up-sell opportunities
Deliver key insights and segments to marketing teams
Business process optimization

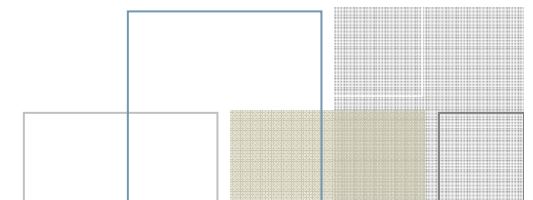
Capture

What motivates these customers?
Why are they happy and loyal?
Are there differentiated customer segments?
Are there product/service enhancements needed?
Are my most profitable customers still satisfied?



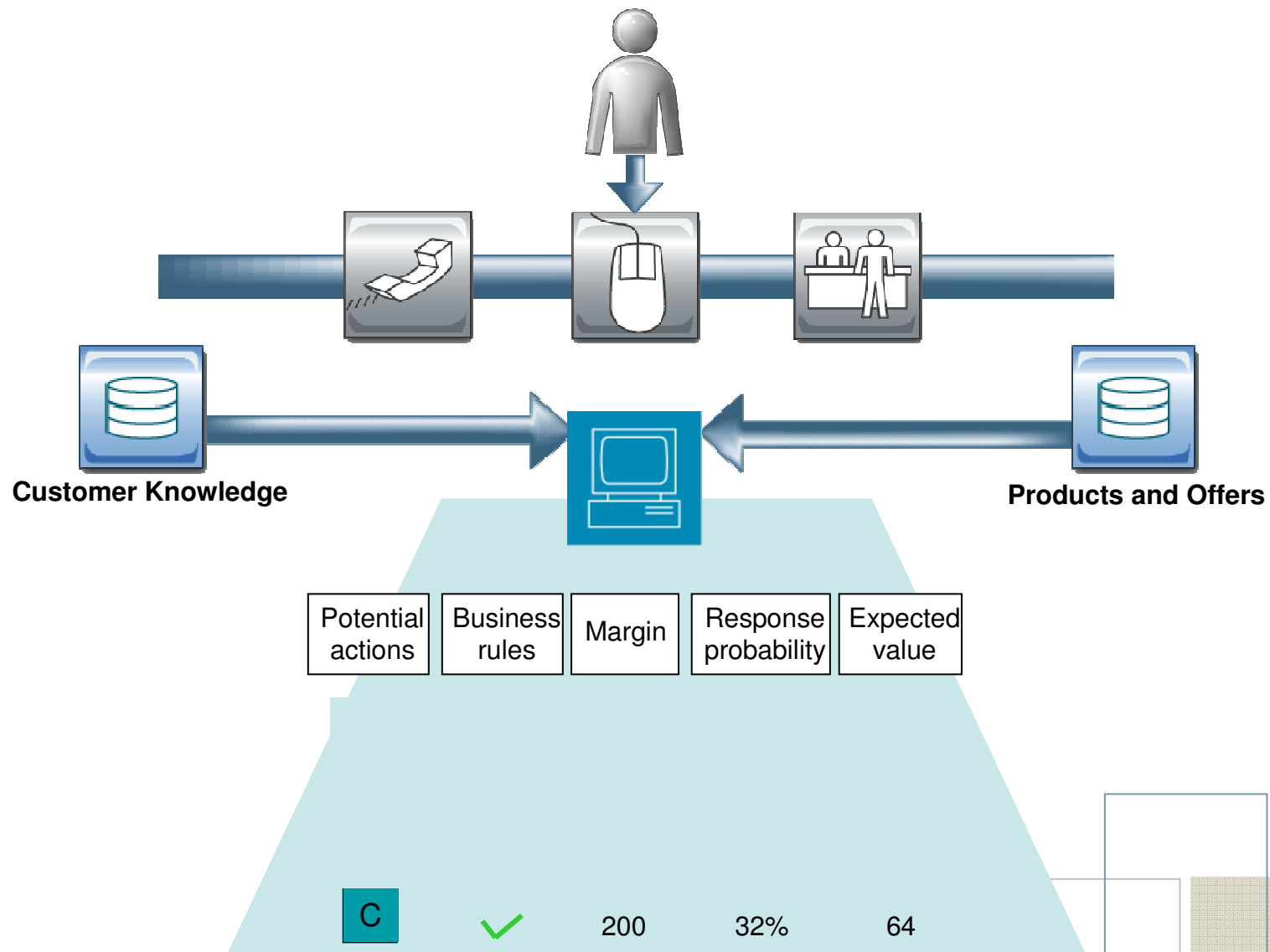
Customer Dialogue

Demonstrate commitment to relationship
Establish communities of users
Demonstrate feedback is being received and acted on
Monitor issues proactively



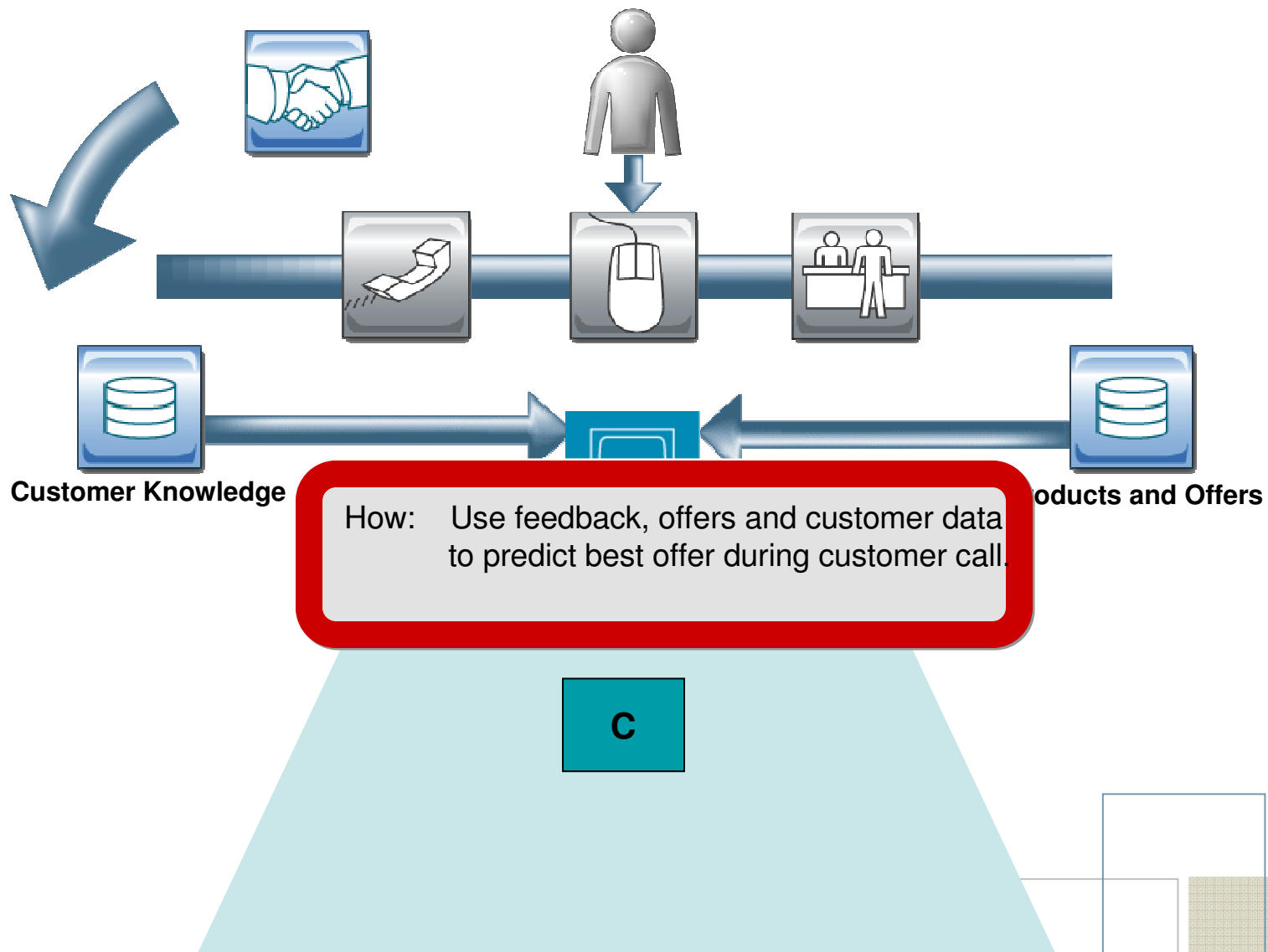
> Profitable Growth: Predicting Opportunities for Up-Sell/Cross-Sell

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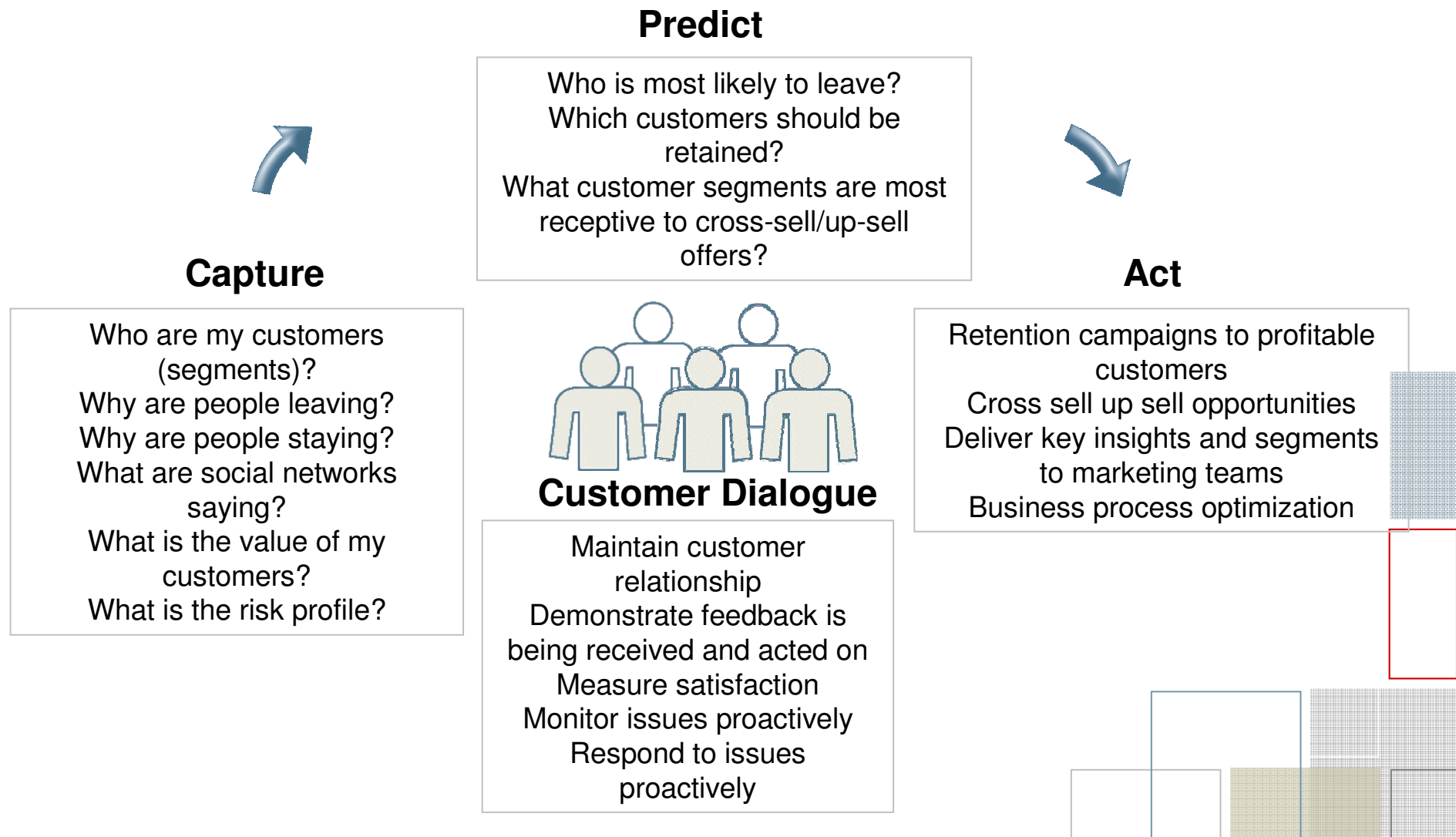


> Profitable Growth: Predicting Opportunities for Up-Sell/Cross-Sell

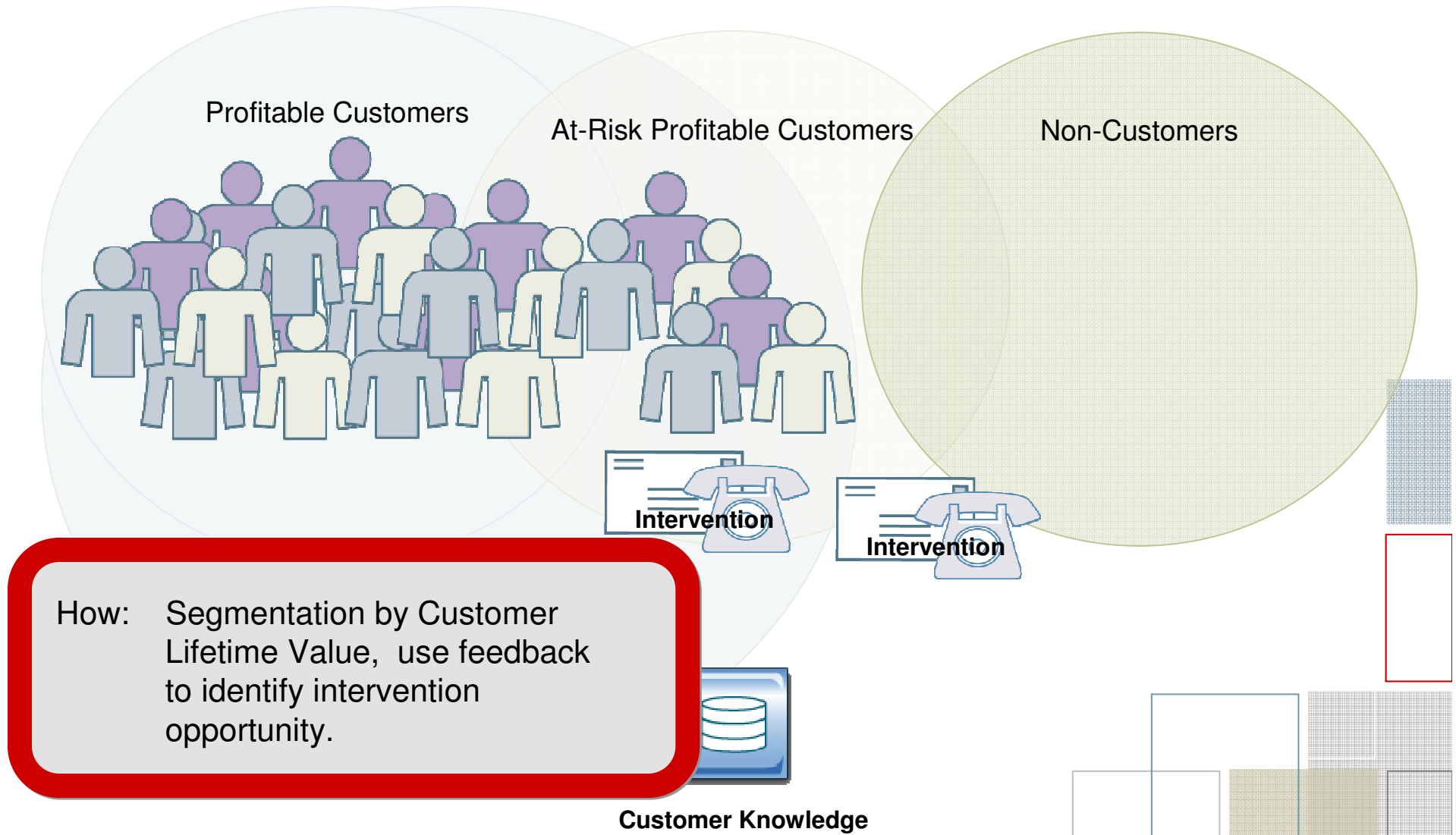
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> Customer Retention

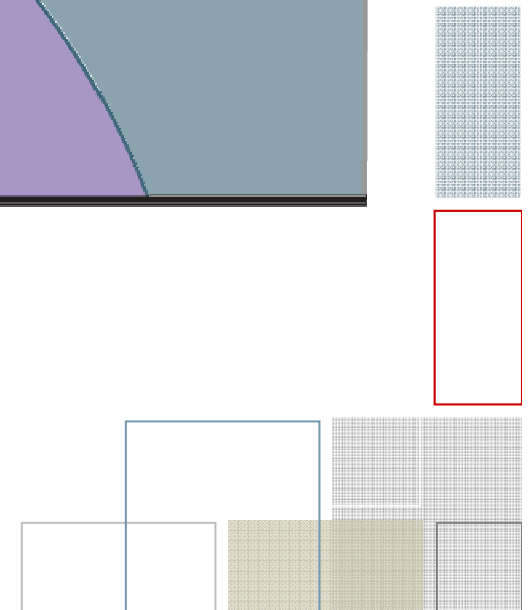
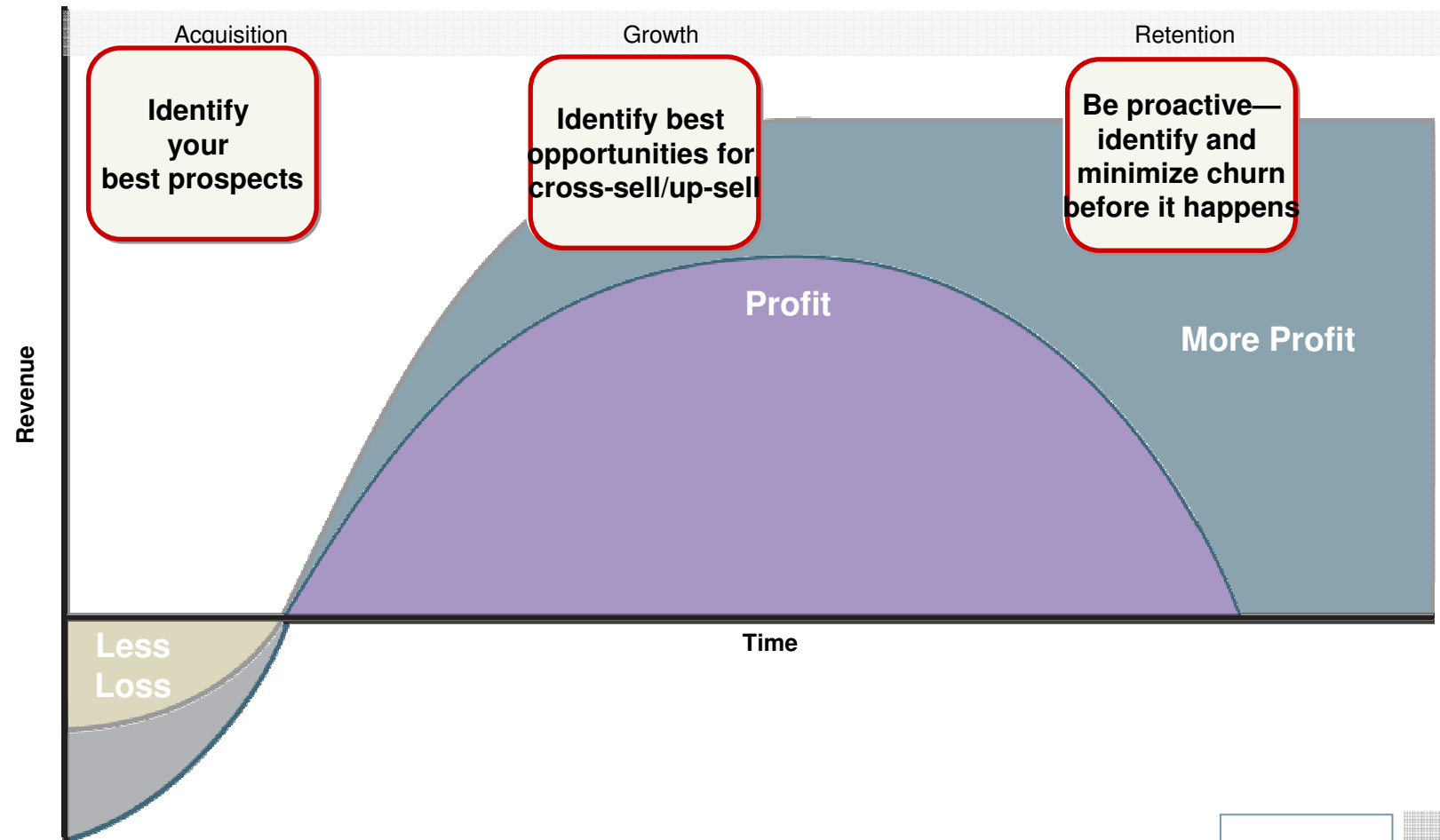


> Retain Profitable Customers: Business Process Optimization



> Use the Customer Voice to Maximize Profit

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> Cablecom

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Improves Retention of Profitable Customers

Background

- Swiss Telco and TV operator
- Over 54% of Swiss television households receive cable service from Cablecom

Business Goals

- Reduce the number of profitable customers who defect to competitors
- Understand customer behavior through analysis of open-ended responses
- Anticipate market trends

Solution

- Added text mining to data mining through Text Mining for Clementine to better understand the reason for churn



Results

- **Identification of key business issues from customers' own words**
- **Improved effectiveness of predictive models**
- **Now keep retention rates high**
- **51% of Cablecom dissatisfied customers became company promoters (very satisfied customers) after two months**

> Yamaha

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Lets the Market Drive Design

Background

- Founded in Japan, 37,000 employees
- Over 57% of sales are from motorcycle business

Business Goals

- Provide cutting-edge motorbike
- Be product choice of motorbike enthusiasts across Europe

Solution

- Supplement “formal” market research with fast, focused online surveys
- Use “feedback portals” where customers and prospects share feedback on motorbike design and options
- Incorporate feedback throughout the development process



Results

- Proactively address changing market needs in a timely fashion
- Optimized ongoing product development for maximum market impact
- Achieved enhanced competitiveness
- Improved process with dealership

> Anderson Analytics

Measures Brand Equity On Blogs

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Background

- U.S. MR company specialized in qualitative data analysis
- Keep on developing new techniques and methodologies for big companies, such as Unilever, Mastercard, etc.

Business Goals

- Comparing brand equity of 5 top hotel chains from post written on FlyerTalk.com
- Monitoring customers' satisfaction
- Discovering unknown issues

Solution

- Use of SPSS Clementine and Text Mining for Clementine



Results

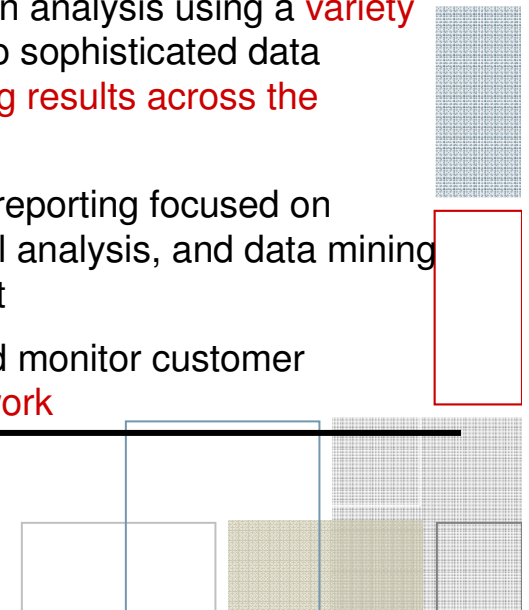
- Top issues were categorized
- Text mining allowed to create a new satisfaction index
- Brands were scored against the satisfaction index along time
- A booking maintenance issue was detected as responsible for a drop in the satisfaction index

> SPSS Supports the New Voice of the Customer



Trend*	SPSS Support
➤ More unsolicited, unstructured data ➤ Integration with social media monitoring ➤ Faster response to customer feedback ➤ Wider access to customer insights ➤ Shift focus from metrics to diagnostics ➤ More continuous feedback mechanism	➤ Text analysis and categorization along with text mining to structure the unstructured ➤ Ability to synthesize data from a variety of sources while leveraging social networks for targeted data collection initiatives ➤ Integration of feedback and predictions into operational systems ➤ Ability for users at all levels to collaborate on analysis using a variety of techniques, from simple cross-tabulation to sophisticated data mining, within a framework for communicating results across the enterprise ➤ Deep analytical capabilities that span from reporting focused on significant differences, to advanced statistical analysis, and data mining that incorporates all data types, including text ➤ Ability for users for all abilities to initiate and monitor customer feedback programs in a collaborative framework

* From Voice of the Customer: The Next Generation
Bruce D. Temkin, Forrester, February 26, 2009



> Questions?

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Speaker information:

Jane Hendricks

Product Marketing- Dimensions

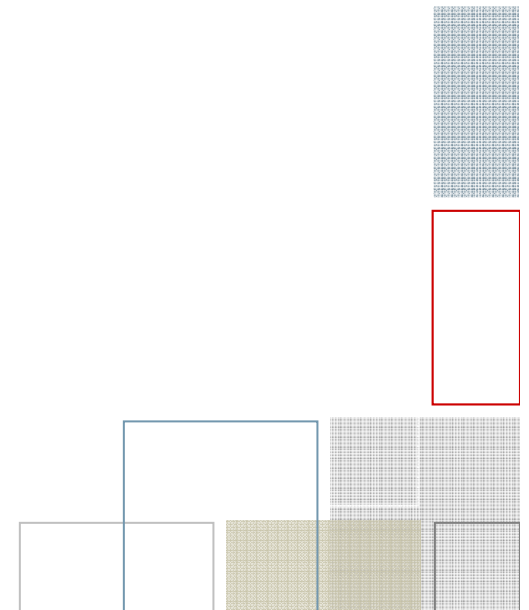
SPSS Inc.

Chicago, IL

P. 800.543.2185 extension 3026

e-mail: jhendricks@spss.com

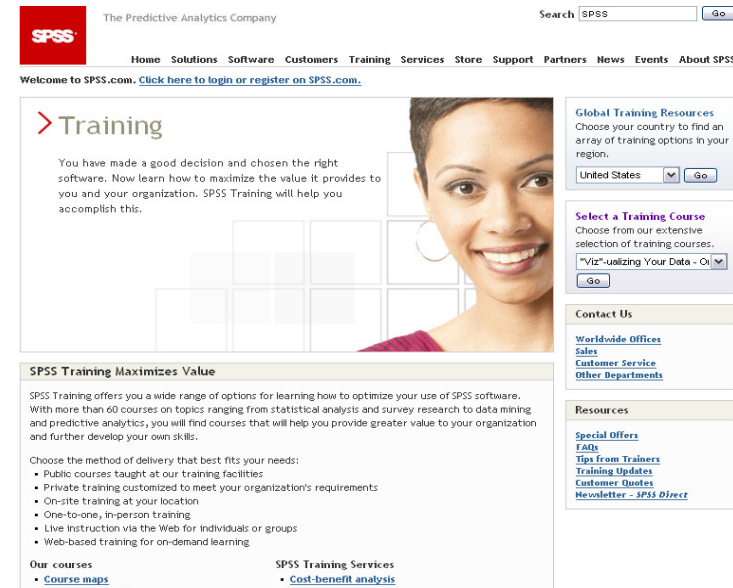
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> Questions?

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- **Speaker Information**

Jane Hendricks

Product Marketing

SPSS Inc.

800.543.2185 x 3026

jhendricks@spss.com

Website: www.spss.com