

# Customer relationship management & data mining

**Capture relevant  
data and use it  
intelligently.**



**Know more things  
about more people.  
Then use that data to  
make more sales.**

## 01 Introduction

Customer data is constantly flowing into your organisation: phone numbers, email addresses, product preferences, buying channels, average spend, responsiveness to offers. At every online and offline touch point, your customers and potential customers interact with your brand in a way that yields a bit more useful data.

It's valuable information, and we can help you exploit it. Our CRM (customer relations management) software captures, manages, and sorts data in ways that give you fresh insights into customer preferences. You might find, for instance, that people you meet at trade shows tend to respond to subsequent offers or that Sunday evening is the peak time for ordering home wares.

Or you could find something completely unexpected. That's the power of data mining. It helps you understand your customers.

## 02 Capture relevant data and use it intelligently.

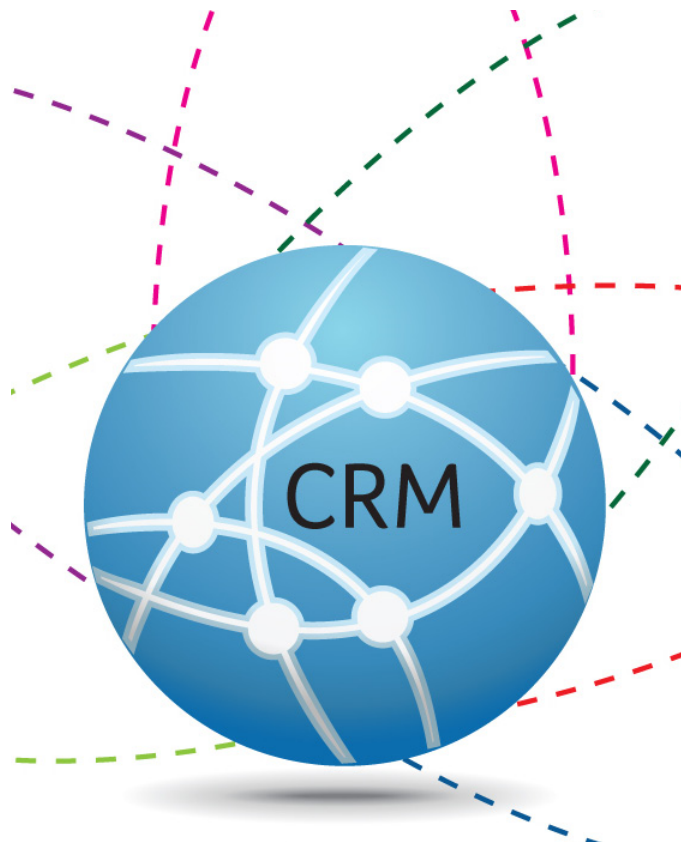
A customer relations management (CRM) system helps brand owners understand their customers. It reveals patterns of behaviour that would otherwise remain hidden; it gives them the tools to treat customers as individuals rather than an amorphous group.

CRM insights lead to more effective marketing: emails that are tailored to specific groups, product selections that are more relevant, offers that are more appealing.

## 03 **A CRM system that's forward-looking.**

When we create a CRM system for a client, we start by looking ahead. We don't just take account of the dataset you already hold, we imagine the type of data that you could capture in future from the numerous touch points between you and your customers. We then design a dataset that allows you to make the most of the opportunities that are likely to come your way.

We also build an API (application programming interface) that takes the data from each touch point and feeds it into your database. The API is open-ended so that it can take data via web services, JavaScript, and from manual input (eg from press events and trade-show responses).



Email marketing converts customer data into increased sales. Our easy-to-use email marketing software includes Word-style editing tools and all the statistical data you need to evaluate campaign effectiveness. Your in-house marketing team can put together media-rich marketing campaigns in a matter of hours. Legal controls such as unsubscribe options and links to terms and conditions, are built in.

People are understandably suspicious about the ways that companies use their data. Doing the right thing isn't just about staying on the right side of the law, it reinforces brand credibility and demonstrates customer care.

We'll help you gather and use your customer data responsibly

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