

Customer Intelligence Trends & Insights

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Hypatia's Customer Intelligence Research Agenda: 2011-2012

[Hypatia Research, LLC](#) delivers high impact customer intelligence research & advisory services that reduce cycle-time & influence customer management, product strategy and channel development goals. Since 2001, clients have relied on our industry insight, expertise and independent research for guidance in assessing various technology and service options.

Research focus: CRM, BI, Web Analytics, Marketing Automation, Data Management, Integration & Quality. We offer:

-Syndicated research studies

Greetings!

A recent article in *Advertising Age* suggests that "Popularity on Twitter or Facebook Is Just That; The Ability to Drive BEHAVIOR is What Matters" http://adage.com/influencers2010/article?article_id=147957. True or False?

Being data-driven researchers, we are pleased to announce our next primary research study, designed to capture a true analysis of social media's tangible business value.

"Benchmarking Social Media ROI" How Leaders Effectively Measure Performance

Hypatia Research LLC today announces a groundbreaking primary research study on Social Media investment. While social media is generally acknowledged as being the latest buzz or flavor of the year in terms of customer engagement, interaction and brand reach, organizations struggle to justify investment in regards to tangible returns.

"[Benchmarking Social Media ROI: How Leaders Measure Performance](#)" will reveal the top measurement metrics and key performance indicators (KPI's) used by companies that effectively leverage social media to reduce costs, improve productivity and/or enhance profitability. Moreover, the study will highlight several current use-case examples, best practices and social media techniques leveraged by successful companies.

Hypatia Research, LLC will publish its findings in late January. All qualified survey respondents will receive a complimentary summary of this study. To receive your copy, take the survey: "[Benchmarking Social Media ROI](#)"

To schedule a briefing or to inquire about the study, contact: research@HypatiaResearch.com

Best,

[Team Hypatia Research, LLC](#)
[Twitter: @Hypatia_18](#)

-Custom research reports

-Advisory & Consulting services

Our analysts investigate & assess return on investment for how customer insight & information is captured, managed, analyzed & applied by companies ranging from SMB's to multi-billion dollar enterprises.

-Business leaders turn to us for [information on vendors, service providers and best practices](#)

-Vendors & service providers value our [research-driven thought leadership, independent analysis & business case ROI assessments](#)

-Clients turn to us for [market intelligence & advisory services](#)

Hypatia is pleased to share our upcoming **research agenda** for its Customer Intelligence / Customer Management benchmarks, market-size, vendor selection guides and best practices.

All quantitative and qualitative research is derived from [independent research panels drawn from diverse industry sectors inclusive of Communications & Media, Healthcare, Consumer Goods/Retail, Financial Services, and Manufacturing.](#)

As always, our **subscribers** are the first to receive timely, insightful and objective analysis. Want to become a subscriber?

Contact us at:

Research@HypatiaResearch.com

Quick Links

[The Story of Hypatia: Now a Movie Starring Rachel Weisz](#)

["AGORA"](#)



Quick Links

P.S. Hypatia of Alexandria (c.370-415 AD), invented several scientific devices--the astrolabe, plane-sphere, and hydro-scope (hydrometer). These instruments were used to calculate the distance between planets, the position of visible stars at any time of the year, and the gravity of liquids respectively.

Deloitte Snatches Bargain: Positions for Ireland Growth

Just as Irish Finance Minister Brian Lenihan announced the harshest budget in the 90-year history of the state on December 8, 2010--"[Our economy is still in a weakened condition and our self confidence as a nation has been shaken,](#)" [Lenihan said.](#) Deloitte announced acquisition of Irish consultancy Curach Consulting on December 14, 2010.

Curach Consulting, with annual revenues estimated at \$9M USD provides business advisory, delivery and diagnostic services to a range of clients in sectors such as financial services, technology and public sectors. Focus areas include: IT strategy and architecture, business intelligence and performance management, as well as project management and customer channel management. This acquisition brings Deloitte Ireland's consulting & advisory practice to nearly 400 consultants.

Why is Hypatia interested? With overlapping business advisory and IT transformation expertise--**specifically in customer & channel management consulting services**-- this acquisition strategically positions Deloitte as the new go-to management consulting firm in Ireland.

While a seemingly contrarian move, given that many consulting firms of late focus on IT and business advisory as a loss-leader and IT outsourcing or IT managed services as a cash cow, Deloitte is competing on its strengths in multiple business advisory practices coupled with solid IT advisory and delivery services.

A contrarian industry analyst firm such as Hypatia, always appreciates company. [@Hypatia_18](#)

Is Your Organization Suffering from "Analysis Paralysis"?

In performing advisory work with clients, Hypatia often focuses on developing business processes and techniques for understanding how to take action on operational reports and customer analytics. Most organizations we advise are drowning in data & operational reports and yet remain in what we term "analysis paralysis". These companies are unable to systematically create and take action on the intelligence provided by their own analysis.

So, for anyone in a similar situation, ask yourselves:

- Why are we producing reports and which role or business team actually reads them?

[About Hypatia](#)

[Request a Briefing](#)

[Vendor Selection Guides:](#)

[Operationalizing 'Voice of the Customer'](#)

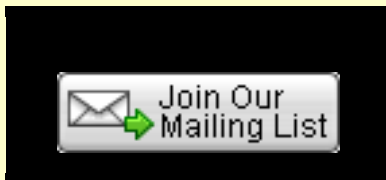
[What Healthcare Professionals Should Know About Electronic Health Records Technology](#)

[Business Intelligence in Healthcare](#)

[Business Intelligence: Connectivity Options & Evaluation Criteria for Software-as-a-Service](#)

[Decision Science & Customer Analysis: Competitive Advantage or Necessary to Compete?](#)

[Collaborative Planning, Forecasting, & Replenishment \[CPFR\] as a Service](#)



Teradata Acquires Aprimo

Strong Signal of Intent to Remain Independent

IBM scoops up numerous software vendors with marketing strengths-- Coremetrics, Unica, SPSS while Oracle buys ATG and Accenture forms a strategic alliance to co-develop solutions with SAS.

Teradata, one of the last few independent BI/DW vendors with strength in customer relationship management offered through its Teradata Relationship Manager solution (TRM), Integrated WebIntelligence and Marketing Resource Management, captured one of the last mature marketing solution players--Aprimo.

Inquiries on the impact of this acquisition are now being scheduled for subscribers at:

Research@HypatiaResearch.com.

- Is there an internal team tasked with creating insight from enterprise or department level reports?
- Which role(s) are responsible for turning insight into pragmatic action?
- Will this insight be acted upon in a timely manner--i.e. in time to take corrective or proactive action?
- How do we ensure that our action items are aligned with our company's corporate strategy and objectives?
- Are employees KPI's and incentives aligned with corporate objectives?
- How should we prioritize our resources--both internal and external?
- Who is ultimately accountable for taking action on analytics?

We invite our readers to contact us for vendor / service provider briefings, to share best practices and to leverage our expertise.

Voice of the Customer: Tools & Techniques Continue to Evolve

With Customer Intelligence, Convergence is the New Operational Situation!

Hypatia just penned a new research-based article for her **[B-Eye-Network Expert's Channel](#)**.

Voice of the customer (VOC) market research technique defined as the process of capturing a customer's expectations, preferences and aversions. Ideally, Voice of the Customer analysis produces a detailed set of customer wants and needs that is prioritized by company objectives or strategic goals. Additionally, VOC typically consists of both qualitative and quantitative research processes.

In a 2010 research study (*[Operationalizing Voice of the Customer: Maturity Models, Benchmarks & Best Practices](#)*) of more than 430 enterprises, Hypatia Research found that the majority of VOC initiatives are designed to address four distinct business issues:

- Customer Service & Support
- Product Pricing, Quality, Innovation & Ideation
- Customer Analysis, Profiling & Segmentation
- Brand Reputation Management

Figure 1 emphasizes the nascent impact that social media currently has on VOC initiatives. Many organizations are in "listen" or "understand" or even "categorize" mode, but at best, utilize the following 5 VOC information sources in a siloed approach.

Figure 1: VOC: Most Valuable Customer Information Sources

Information Governance, Risk, Compliance & Security Options

Vendor Selection Guide for Corporate Executives

Challenge: IT governance, risk, assurance, compliance and security are now a data management issue that has risen to the forefront of corporate level concern. Heavy fines and/or jail time are a possibility for C-level executives-CEO, CFO, CRO and COO--serving as a strong catalyst for utilization of IT consulting services. IT GRACS are defined as technology-related risks due to theft, fraud, or system failure in relation to proprietary information, protected rights with intrinsic value, or systems controlling the flow and security of digital information.

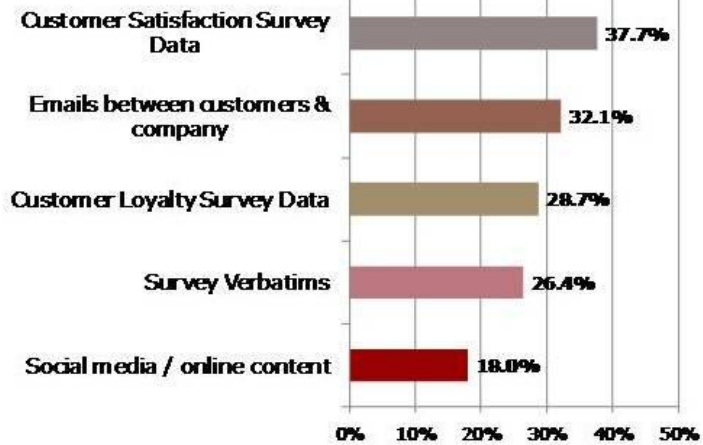
Focus: Many of the firms that provide IT GRACS consulting do implementation and managed services as well. Therefore, IT GRACS will be examined from the perspective of enabling technology functionality as well as from management consulting capability towards the reduction of costs through effective management of IT GRACS.

Outcome: Our research will explore best practices, maturity levels and offer readers Hypatia's Galaxy™ guide for selection of the right tools, consulting services and enabling technologies by industry and company size.

For briefings, contact Howard Baldwin, Senior Analyst at:
HowardB@HypatiaResearch.com

Hypatia

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For example, customer satisfaction and loyalty surveys are largely quantitative in nature, and are analyzed and reported on via numbers or percentages. Contextual information such as survey verbatim, online content and emails between organizations and their customers are seldom analyzed or even shared with the same job functions/roles that perform quantitative customer satisfaction and loyalty survey analysis.

Moreover, mapping unique customer identities from quantitative data with unstructured information is either performed manually or is nearly impossible at present. To view the entire research article visit:

B-Eye-Network <http://www.b-eye-network.com/view/14784>

For more information on vendor selection criteria, research products (Our 2010 research study *Operationalizing Voice of the Customer: Maturity Models, Benchmarks & Best Practices*) or scheduling an analyst briefing, contact: Research@HypatiaResearch.com.

Hypatia Shout Out!

Mass Innovation Nights

Mass Innovation Nights (MIN) is a website and organization created to provide innovators with ways to connect with the social networking world, the main stream media, the marketplace and each other.

Mass Innovation Nights connect Massachusetts-based innovators with the marketplace using social media. The monthly Launch Parties and networking events are FREE for everyone - companies and guests alike.

Jan. 12, 2011 (#MIN22) - at the Waltham IBM Innovation Center - [Vote](#) & [RSVP](#)



Authored by Maria Dzielska

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Hypatia Research, LLC, <http://www.hypatiaresearch.com> delivers high impact market intelligence, industry benchmarking, best practice, and vendor selection research for how businesses use technology and service providers to capture, manage, analyze and apply customer intelligence to enhance performance and to accelerate growth. Coverage areas include: CRM, Business Intelligence, Customer Analytics, Marketing Automation, Database Marketing, and Customer Data Integration and Quality. Since its inception by co-founder Leslie Ament in 2001, clients have relied on Hypatia for industry insight, expertise and independent research for guidance in assessing various technology and service options. Like our namesake, Hypatia, we are committed to Calculating Results™ for our clients.

Hypatia of Alexandria (c.370-415 AD), invented several scientific devices--the astrolabe, plane-sphere, and hydroscope (hydrometer). These instruments were used to calculate the distance between planets, the position of visible stars at any time of the year, and the gravity of liquids respectively. Hypatia was the first woman to make substantial contributions to the development of mathematics, astronomy & philosophy.

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