



Improving Customer Retention and Profitability with Predictive Analytics

6 October 2011, Thursday | 9.30 am to 12.00 pm | SPSS Singapore

6 October 2011 | 9.30am to 12pm | SPSS Singapore | Free Admission

Many retailers have implemented Customer Relationship Management (CRM) strategies, but *many of which fail to generate the expected returns or to enhance the customer experience significantly*. Typically, they focus on understanding the outcome of past decisions and results but on their own, these do not provide a clear picture of the future. This leaves retailers short-sighted and vulnerable to uncertainties.

Forward-looking analysis enables you to

- Measure the potential of every customer relationship.
- Develop plans that maximize this potential, to meet current customer expectations and anticipate new ones.
- Increase customer loyalty, maximizing their lifetime value and optimizing your organization's profits.

Join us in this workshop to learn how you can leverage business intelligence (BI) and predictive models in analyzing customer data and behavior to improve customer retention and increase profitability.

As seats are limited, be sure to sign up before 5 October 2011! Workshop materials & refreshments will be provided. For details, please contact Shuang Han at 6295 0112 or marketing@spss.com.sg.

[CLICK HERE TO REGISTER](#)

WORKSHOP DETAILS

Date 6 October 2011
Time 9:30am to 12pm
 Registration starts from 9am

Venue SPSS Singapore
 600 North Bridge Road
 #12-05 Parkview Square
 Singapore 188778
 opp. Raffles Hospital @ Bugis

[Register Here](#)



Predictive Profiling for Effective Customer Retention

Detailed, accurate customer profiles are the essential foundation of any customer strategy and CRM initiative to narrow down the segments that your organization wants to attract. Take this a step further with IBM SPSS Predictive Analytics to create predictive profiles- understand what items customers in each segment are likely to want to purchase next.

Optimize Campaigns with Response Modeling

With the profiles established, you can now focus on activities that are most likely to generate the highest returns. Profits can be further boosted by focusing on the types of prospects most likely to become profitable customers. Fine-tune these plans by using response modeling with IBM SPSS Predictive Analytics to predict which marketing programs will generate the highest response.

Maximize Customer Profitability with Breakthrough Business Insight

Finally, monitor your improved outcomes through a dynamic business insight dashboard with IBM Cognos BI technologies. Use it to track and keep in touch with your customers and hence minimize customer churn. Learn how to leverage the predictive intelligence gleaned from each segment to improve customer interactions, cross/up-sell and maximize lifetime value.



About SPSS Singapore

SPSS Singapore is a trusted provider of IBM Business Analytics. Established in 1999, SPSS Singapore delivers a comprehensive portfolio of IBM SPSS Predictive Analytics and IBM Cognos Business Intelligence to give organizations clear, immediate and actionable insights into current performance and the ability to predict future outcomes. Commercial, government and academic customers worldwide rely on IBM Business Analytics as a competitive advantage in attracting, retaining and growing customers, while reducing fraud and mitigating risk. Combined with rich industry solutions, proven practices and professional services, SPSS Singapore enables organizations to drive the maximum ROI from data insights and deliver effective results.

600 North Bridge Road #12-05 Parkview Square Singapore 188778 | Tel : +65 6295 0112 | Fax: +65 6295 5207 | www.spss.com.sg
Please click [here](#) to unsubscribe if you do not wish to receive e-mailers from SPSS Singapore.