



# Insight Services

Realise the value of your customer data



Analysing the relationships between your customers and prospects, products and services, purchasing behaviours and spend patterns, and communications channels drives deeper insight. With insight comes the ability to uncover new revenue opportunities.

## The biggest challenge is finding new customers

62% of organisations say that their biggest challenge is finding new customers.\* But relying only on the data and information you hold about your customers or prospects impacts how effectively you can develop accurate and actionable engagement strategies.

## Deliver the insight needed to drive action

Our Insight Services will help you to analyse, profile and segment your customer data to develop more meaningful and cost-effective marketing and communications strategies.

We'll help you target customers at the right time, for the right reason, with the right message delivered through communication channels that are right for your customers.

## Tap into life events as they happen

We match your customer data against our specialist datasets including life event data for events such as moving home, having a baby, or buying a car before using profiling and segmentation tools along with analytics to understand customer behaviour and purchase propensity for certain goods and services at specific points in time.

## Drive greater value from your existing data

Our Insight Services are designed to help you to:

- Identify new opportunities to find new customers
- Find the best ways to re-activate lapsed customers
- Cross-sell and upsell products and services
- Give existing customers more reasons to buy from you
- Prevent customers from switching to your competitors
- Define successful competitive win-back strategies

By analysing the quality of your customer data, we'll also provide you with recommendations for improvement so that you continue to realise the full value of your customer data and identify new opportunities to drive revenue and control costs.

\* [The Use and Management of Customer Data Research Report 2015](#)



Our Insight Services are designed to help you at whatever stage of the data journey you are – from simply cleaning up customer databases right through to helping you develop data-driven life event marketing campaigns.

### Insight and profiling analysis

An easy-to-understand report that helps marketers to develop customer acquisition and management strategies by highlighting the following:

- which variables are the most predictive for targeted selections
- which datasets are the most discriminative for data enhancement and segmentation

The report profiles consumers by 9 different dimensions, covering information about the individual, their household, property and neighbourhood, their finances and credit risk, their use of technology, their 'green and ethical' tendencies and their shopping and hobbies.

### Data quality audit

We provide you with a Customer Data Quality Audit Report at no cost. The findings from this report are used to recommend strategies for the continuous improvement and maintenance of great quality customer data.

### Location, drivetime and mapping

Many of our customers need the added dimension of location intelligence mapped to customer data.

By linking your customer data to geodata and Royal Mail's location-based data, we can analyse these data mashups to help you improve sales performance, optimise supply and delivery chains, or control distribution and operating costs.



### Life event trigger analysis

Using our unique trigger analysis tool, we help to map your customers' purchases against our suite of life event data to identify key purchase triggers and the optimum time to market to prospects and customers during specific life events such as moving home.

Dependent upon data volumes and the depth of analysis needed, we provide you with a Life Event Analysis Report showing the findings resulting from analysis and documented recommendations for integrated customer acquisition, retention and/or re-activation campaigns across multiple touchpoints for relevant life event journeys.

### Bespoke analysis and insight

Processing and analysing internally-held customer data against external data can be complex and time-consuming. Without the focus of specialist data analysts and a good understanding of the business value of data, desired outcomes may not be achieved.

Our data consultants are industry experts with years of experience developing solutions that deliver profitable results.

We'll work with you to design and execute bespoke analysis and insight projects that help you overcome business issues and align directly with your overall business objectives.

The extent of our Insight Services is only limited by the volume and variety of your customer data. Centred on improving overall data quality and helping you to implement data-driven life event marketing strategies, our data consultants work with you to drive the outcomes you're aiming to achieve.

## Key features

- Services aligned to individual customer needs and business objectives with fully documented findings and recommendations
- [Customer Profile Report](#) – to help you profile and segment your customer data and understand common characteristics such as geodemographic, lifestyle, socio-economic, financial, interests, and spending habits
- [Life Events Analysis Report](#) – to help you identify purchase triggers, spend patterns, and quantify previously untapped sales opportunities
- [Customer Data Quality Audit Report](#) – provides you with a detailed view on the accuracy, validity and cleanliness of your customer contact and address data
- All services are underpinned by Royal Mail and leading industry datasets as well as custom-built profiling and segmentation tools

## Key benefits

- Gain deeper understanding of your customers in order to improve targeting, messaging, sales and marketing performance
- Identify the best ways to improve and enrich the quality of your customer data for better decision making and more accurate communications
- Identify the potential to tap into new sales opportunities based on buying patterns and purchase triggers
- Improve sales performance, optimise supply and delivery chains, control operating costs
- Improve the overall quality and value of your customer data for better business results



Contact us for more insight  
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## About Royal Mail Data Services

Royal Mail Data Services is a business unit of Royal Mail Group. We're committed to helping our customers build data-driven businesses to improve business performance.

Customers work with us for many reasons. To find new customers. To identify new sales and customer retention opportunities. To reduce the cost of using inaccurate or out-of-date address data. To enhance customer experience by delivering more personalised, relevant and welcomed communications and interactions.

### For more information:

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