



Customer Relationship Intelligence™ (CRI)

*Transforming Customer Interactions into
Vital Business Knowledge*



The Problem:

Customer information overload. Your company is deluged with e-mail messages, letters and customer calls, along with opinion survey results and comments relayed from sales and customer care representatives. You would like nothing more than to capture feedback from these customer “touch points” and generate insights that would enable you to spot emerging market trends, upgrade customer service, improve product offerings and reduce marketing-related costs. But the sheer volume of text – let alone the task of sorting through it all – is overwhelming. After all, over 80% of the world’s data is textual.

The Solution:

Customer Relationship Intelligence™ from IBM. Our state-of-the-art text mining solution enables your business to discover customer information buried in massive quantities of text-based material – information that is central to astute, knowledge-driven decision-making. Customer Relationship Intelligence (CRI) delivers to executives, marketing analysts, campaign strategists, and others the power to extract information that often would not be discernible in any other way. It hones in on precisely what you need to know while removing the human bias that can sometimes skew research results. CRI also dramatically reduces



then overlaying the results with factual data about each customer, you can create intelligence to help focus advertising, promotional and public relations campaigns; upgrade customer service and/or segment service levels by customer types; and precisely target sales efforts. By analyzing customer voice communications for specific keywords and phrases, you can anticipate shifts in customer satisfaction, cross-sell opportunities, or the emergence of new competitors. And by analyzing customer complaints, you can automatically rout them to the appropriate departments for fast, satisfactory resolution.

The Bottom Line:

Genuine competitive and strategic advantage. CRI provides the ability to interpret text with state-of-the-art information technology, revealing meaningful patterns and relationships quickly and comprehensively. Analysts and other professionals can devote their energy to assessing information, not

struggling to collect it. Significantly, that capability fosters far greater efficiency – along with the professional satisfaction and novel ideas on which strategic breakthroughs depend.

CRI and IBM Business Intelligence

CRI is a prime example of IBM's industry-leading capability in business intelligence, the discipline of developing information that's conclusive, fact-based and actionable. Business intelligence recognizes that all companies, regardless of industry, are now in the information business. Market leadership requires not just powerful transaction reporting systems, but analytically-oriented systems that enable your business to act faster and smarter, generating knowledge on which pivotal strategic decisions can be made. The richest payoffs require innovative approaches to business information – approaches that deliver insights into markets, competitive dynamics and your own operations. In short, information is no longer just a tactical tool, but a strategic differentiator that separates high-growth businesses from those soon to be left behind.

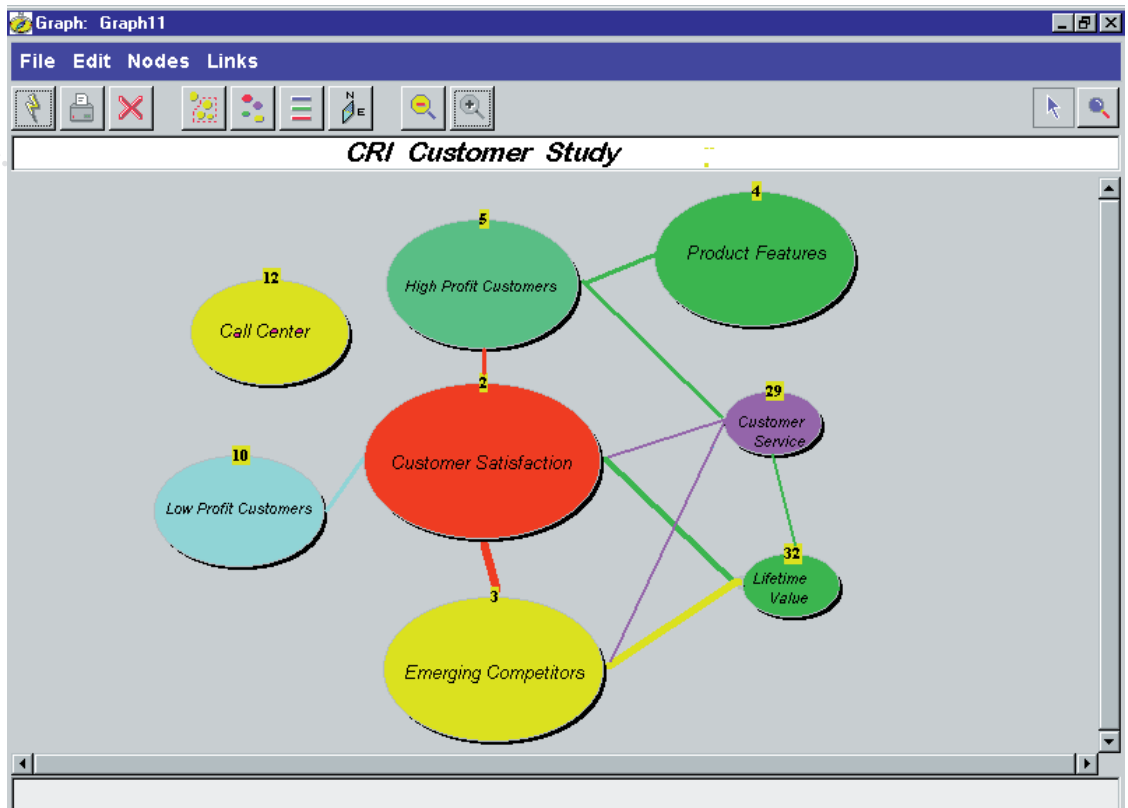
Consulting and Services

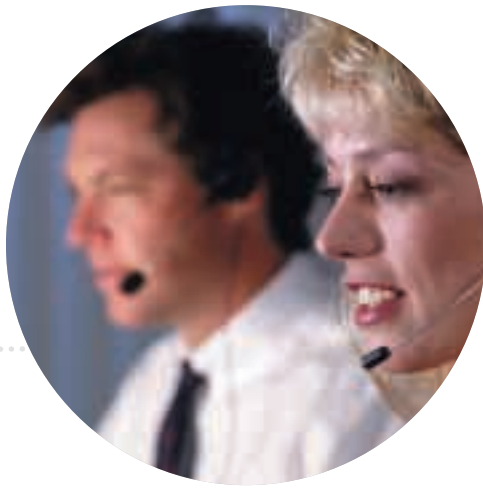
CRI engagements often include not only IBM's advanced text-mining technology, but also consulting and services expertise to help you seamlessly integrate CRI into your existing information systems infrastructure and quickly leverage its substantial capabilities. Customer Relationship Intelligence is the solution your business needs to go about its business well. The only text-mining solution in its class, it's also the only one backed by the expertise and credibility of IBM. We'd like to share our knowledge with you – and help spark new insights of your own.

Want to know more?

For more information regarding IBM's business intelligence text mining solutions, contact your IBM client representative or visit our Web site at <http://www.ibm.com/bi> and search under "solutions."

This screen shot from the CRI product shows the various relationships between different bodies of e-mail. The connections are denoted by color and adjoining lines. Thicker lines denote more significant relationships.





build in-depth customer profiles and conduct revealing customer portfolio analysis. It can help boost revenue – at lower cost – by improving the effectiveness of cross-selling, up-selling and related efforts. CRI-driven insight can spotlight customer service and corporate image issues, enabling you to allocate staff and financial resources more efficiently. It can help predict the emergence of new competitors, products and services, and other market opportunities and threats. And it can reduce or eliminate tedious tasks such as manual compiling of customer survey results.

other documents that express customer preferences and opinions. (The world leader in voice recognition, IBM also offers capability for converting call-center and other verbal commentary to text.)

Textual information is analyzed linguistically, first by dividing sentences into their grammatical components, then by categorizing content according to keywords specific to your business and industry. Coded data – such as customer gender, age, address and other factual information – can be included in the analysis. Each text mining study can focus on specific issues like customer satisfaction, product performance or competitive intelligence. Results can be portrayed with cluster maps that show how specific categories relate to one another – such as weighted in importance according to criteria you specify – and that permit users to drill down within each category to locate individual supporting documents. Graphics also can convey nuances, like different degrees of customer satisfaction, by displaying colors in varying shades. Web browser technology meanwhile can permit access by authorized users around the globe.

the time and effort that can be required to analyze information manually. The resulting knowledge can greatly enhance your customer satisfaction, product development, campaign management and strategic customer initiatives.

CRI delivers the ability to condense weeks of manual labor into a few hours, extract knowledge that might not be apparent otherwise, and gain an unbiased, global view of your business information. With CRI, you can:

- Extract target data from multiple sources
- Analyze that data linguistically
- Visualize and export the results
- Administer and control the entire process.

All components of the solution are accessed through a clear, compelling graphical user interface (GUI) that enables users to spend their time analyzing, understanding and acting on information – generating powerful insights into customers, products, services and markets.

The Results:

Competitive advantage in marketing- and sales-related functions company-wide. Knowledge derived from CRI can be used across the relationship marketing spectrum: to profitably acquire and retain target customers, reduce attrition, win back customers,

The Technology:

Advanced text analysis and clustering for discovering crucial information hidden in customer documents. Text mining is the process of analyzing, organizing and classifying documents to discover information in, and generate knowledge from, the words and content they hold. Like our data mining solutions, which utilize the IBM Intelligent Miner for Data tool kit, CRI integrates multiple features from the Intelligent Miner for Text tool kit that are widely recognized as among the industry's best.

CRI involves three primary stages: sorting documents into logical categories, finding relationships between those categories and visualizing the results. The process begins by assembling letters, e-mail messages, phone call transcripts, reply cards and

The Possibilities:

Limited only by the type and content of information you choose to review. By analyzing opinion survey comments,



CRI Technical Requirements

Related Hardware:

CRI supports two platforms. The minimal configuration for each is:

IBM RISC/6000 server: RAM 96 Mb, Disk 2Go, Screen 17"

IBM [or compatible] personal computer: Pentium 166, Disk 1Gb, Screen 17"

Related Software:

IBM RISC/6000 server: Operating system: AIX 4.2 (with DCE pthread support installed)

IBM DB2 2.1.2.4 or Oracle 7.3 (with ODBC2 driver) relational database

IBM [or compatible] personal computer: Operating system: Windows NT 4.0 (for PC platform)

IBM DB2/UDB (Universal Database) or Oracle 7.3 (with ODBC2 driver)

IBM Intelligent Miner for Text V2.2 supporting AIX and Windows NT



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