



The New Face of Data Driven Marketing: Letting Customers Take Control

Frances Grigsby
Founder and Managing Principal
Next Level International

December 14, 2006
Foley Hoag
Emerging Enterprise Center



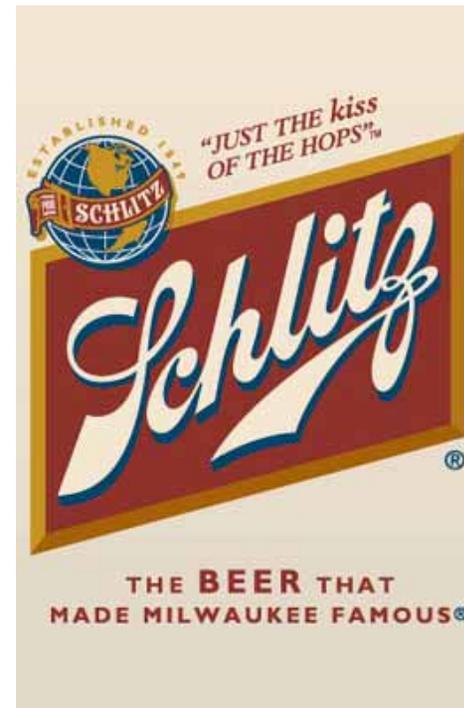
The Changing Face of Customer Interaction

- Tools that both reach customers and yield customer data
 - Google adwords, e-newsletters, Constant Contact
- New tools to gather customer data
 - Survey Monkey, “anthrojournalism”, Second Life
- Relationship building and marketing management
 - Unica
- Analytic methodologies
 - Compete, Seybold
- Tighter customer connections
 - Advisory panels, company blogs



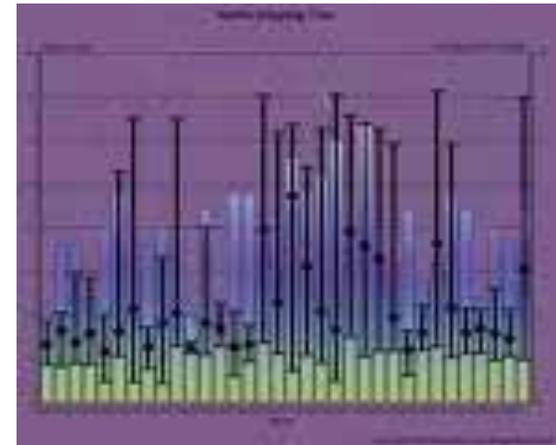
Dangerous Assumptions

- Customers know what they want
- Customers can tell us what they want (speak the same language)
- Customers know what we don't know
- New tools produce better information



Rich Data, Plentiful Challenges

- Assessing data quality
- Understanding what the customer is saying
- Deriving meaning from the data
- Driving changes in the organization
- Personalizing and enhancing the customer experience





*New Market Entry
for Technology Companies*



Suite 300
199 Independence Road
Concord, MA 01742

978-369-0012
978-369-0228 fax
www.nextlevelinternational.com