

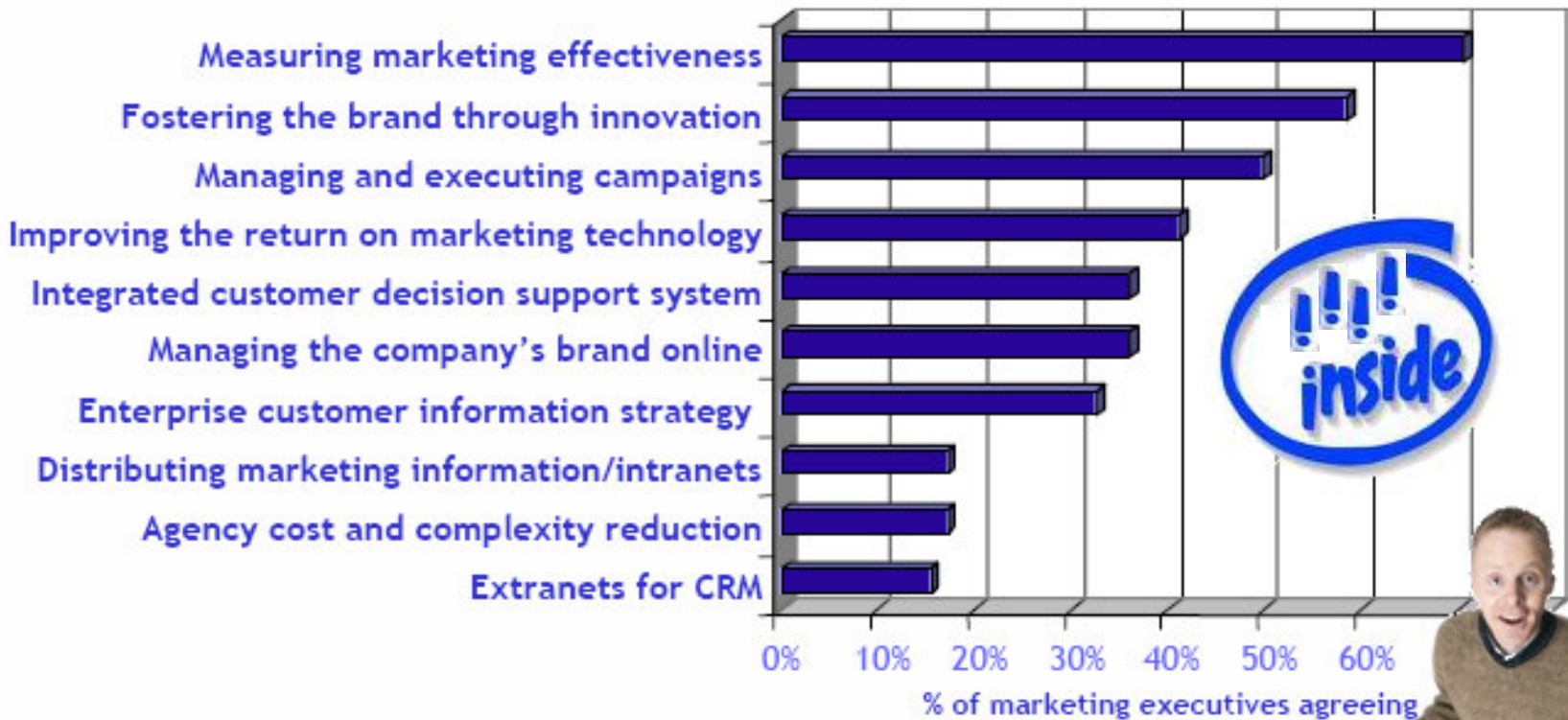
CRM Innovation Event 2008
Innovativiteit in CRM & klantgericht ondernemen

Customer Intelligence...The journey Onderweg met Philips

PHILIPS
sense and simplicity



Simplicity is innovatie



IBM surveyed the CMO's of its top 150 EMEA North Region accounts to:

- Understand customer pain points
- Identify marketing transformation challenges

Overwhelming majority of senior marketing executives are trying to:

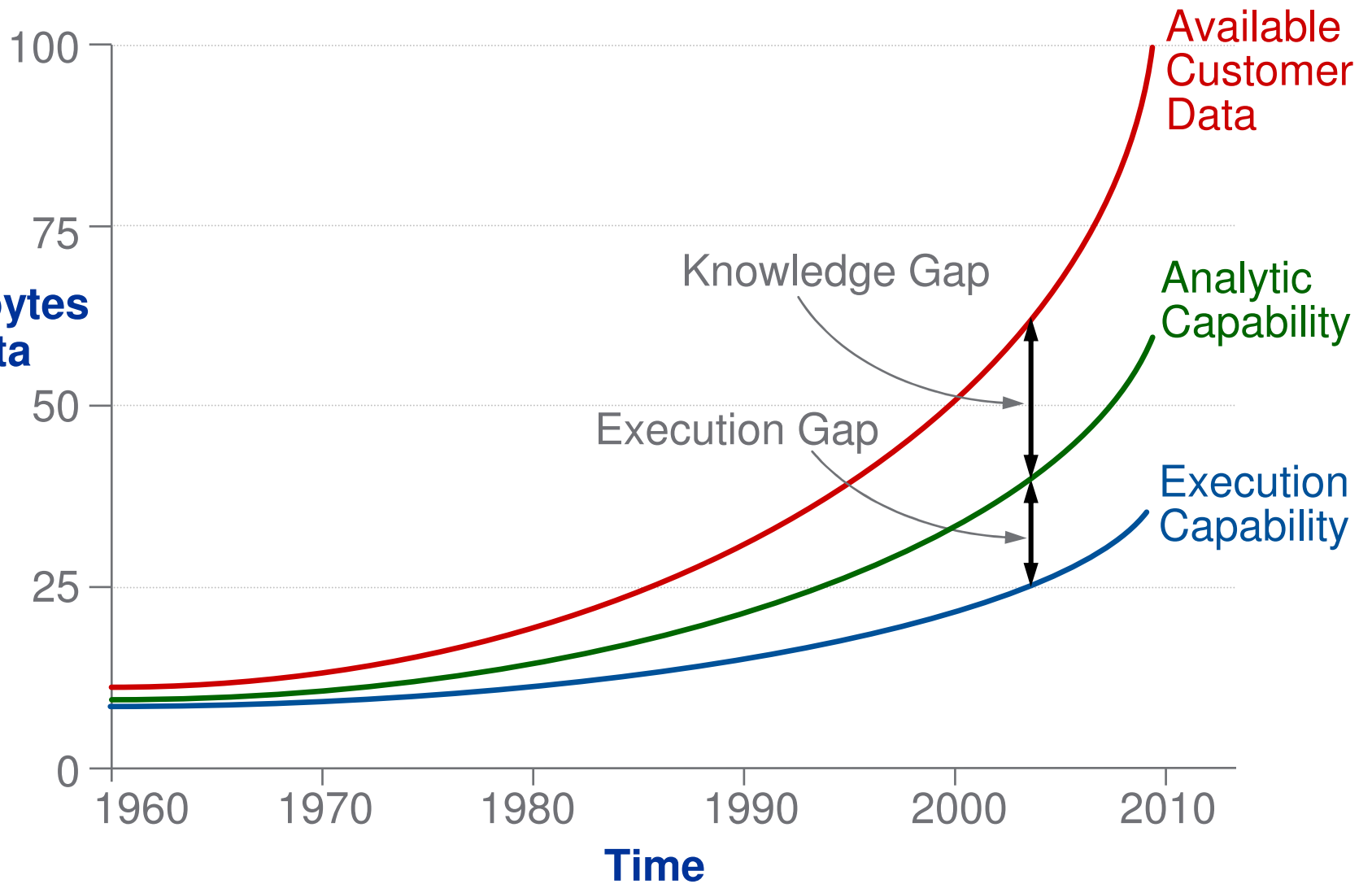
- Transform their marketing
- Improve business performance

Source: IBM CMO Survey

Further April'08 research of the CMO council shows that:

- Only 6% excellent knowledge of customer when it comes to demographics, behavioral, psychographic and transactional data
- Only 15% a good or effective job of integrating disparate customer data sources and repositories
- Only 50% report having a strategy for further penetrating or monetizing key account relationships

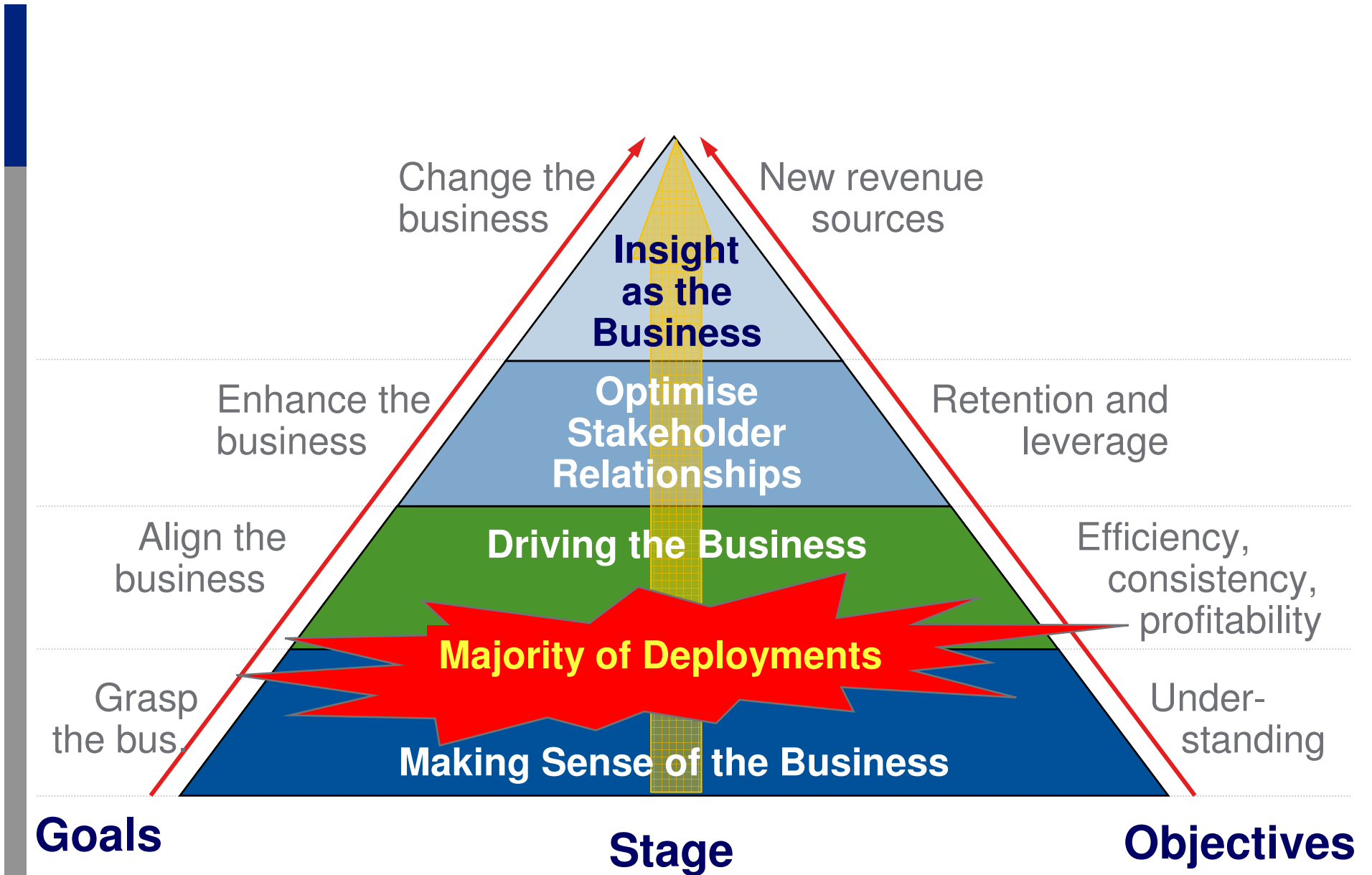
**Terabytes
of Data**

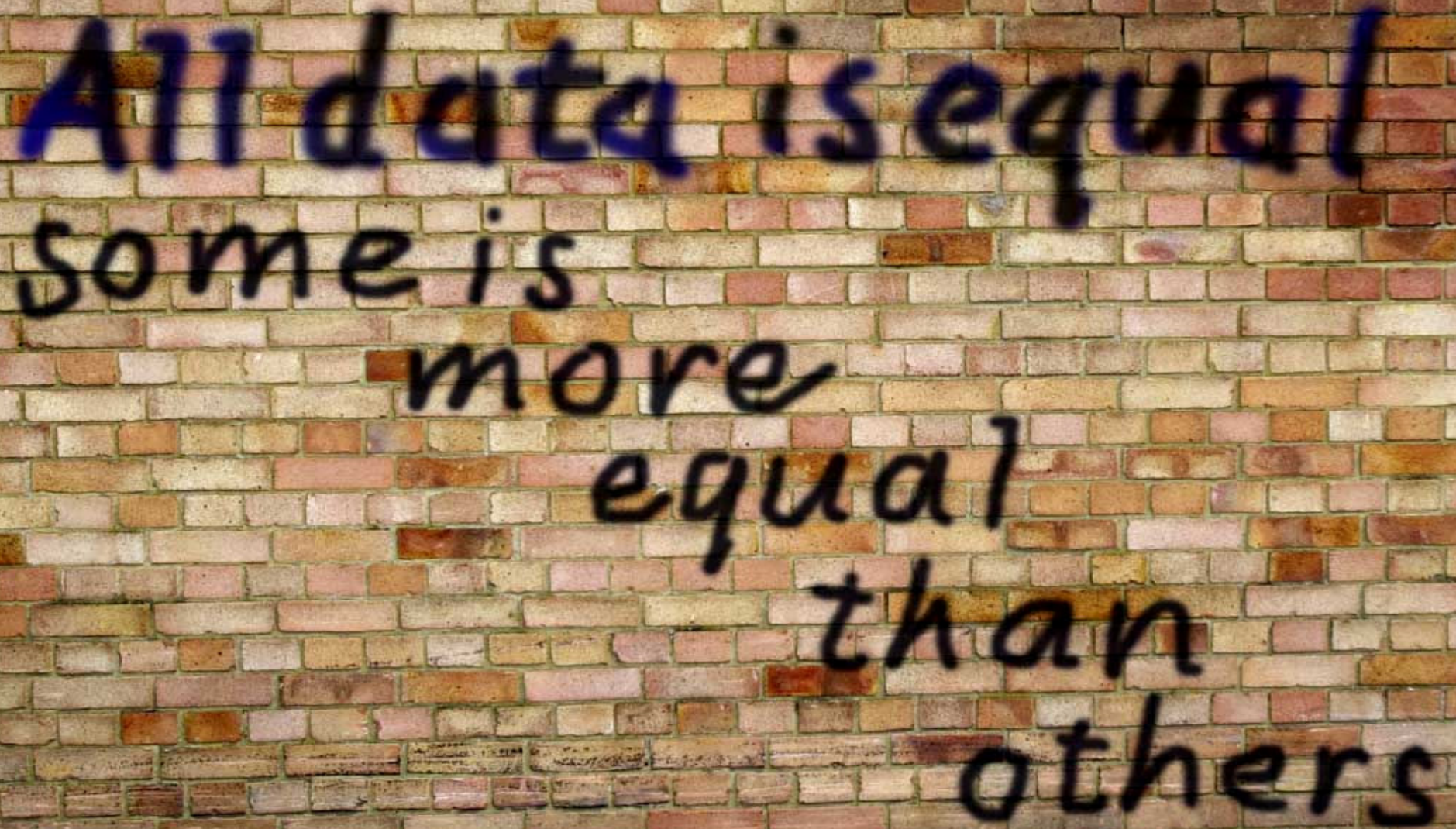


Push → Pull

Limited Customer Knowledge → Continuous Customer Learning





A photograph of a brick wall with handwritten text. The text is written in a dark blue/black marker. The first line, 'All data is equal', is larger and more prominent than the rest. The subsequent lines, 'some is more equal than others', are smaller and more widely spaced, creating a visual hierarchy that emphasizes the first line.

All data is equal
some is
more
equal
than
others



Very Valuable

Klantherkenning

Eenduidig klantbeeld

Analyse

Concept Ontwikkeling

Interactie & Experience

Business Decisions

ROI

In 6 stappen naar meer klant kennis

1. Identificeren
2. Profileren
3. Kanalen toevoegen
4. Gedrag interpreteren
5. Experience management
6. Accountability



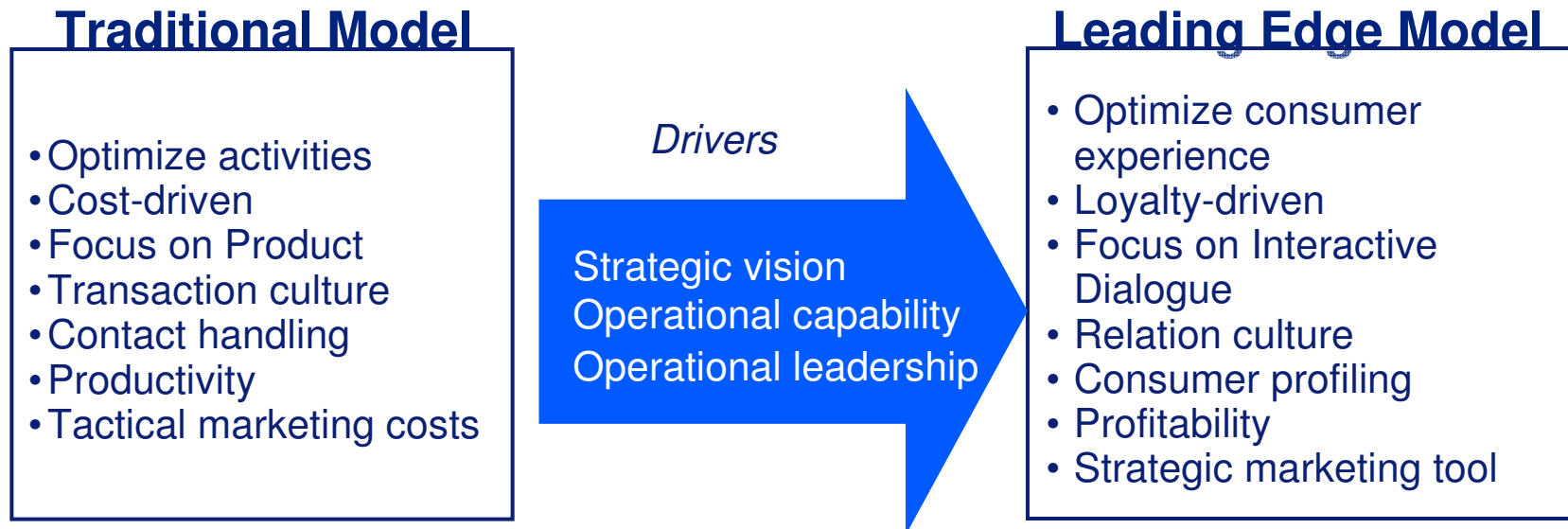
- 128.000 employees worldwide
- Present in 60 countries, HQ based in Amsterdam (NL)
- Annual revenue EUR 27 billion
- Business units:
 - Philips Healthcare
 - Philips Lighting
 - **Philips Consumer Lifestyle**



PHILIPS

sense and simplicity

Overall CRM objectives Philips 2008 - 2010



To make the shift from product to consumer centricity, Philips Consumer Lifestyle developed in 2007 a new model which is focused on delivering compelling Consumer Experiences.



DISCOVER
THE LOST SECRET OF
FEEL DIFFERENT

START GAME

PHILIPS

NIVEA
SKINCARE

NAAR PHILIPS NIVEA FOR MEN HOME

Highscores

Vandaag

#	naam	score
1.	Dennis Lunenburg	616433
2.	Yunus Sultani	615457
3.	Earl	612731
4.	Yunus Sultani	611994
5.	Yunus Sultani	611558
6.	F. de Vogel	610747
7.	Dennis Lunenburg	606066
8.	Yunus Sultani	605141
9.	HD	604932
10.	Yunus	604816

Alle scores

#	naam	score
1.	Dennis Lunenburg	616433
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Dagprijzen
Elke dag kans op
een Philips
Nivea for Men
shaver!



Hoofdprijzen
Win een extreme
reis naar
Namibië, Hawaii
of Antarctica!



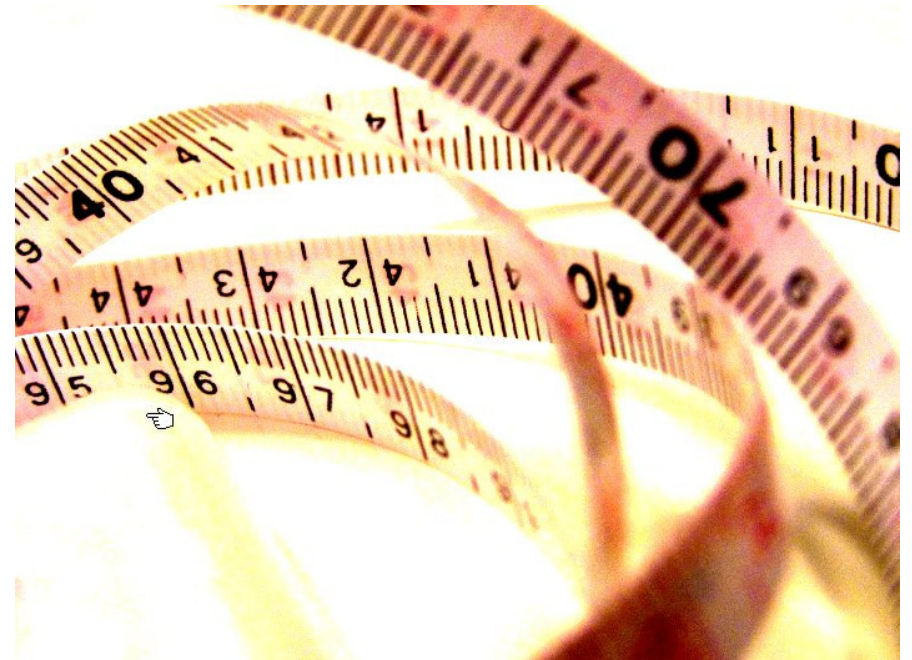
Groep filter:

Terug

1: improve quality consumer data

Results:

- ✓ Name validation 75% → 99%
- ✓ Address Validation 65% → 90%
- ✓ Gender information 35% → 87%
- ✓ De-duplication 79% → 90%



“Professionally I can say I could meet the targets I wanted to achieve with the team: rebuild the global CRM area of Philips, create processes, design guidelines, implement best-in-class mechanisms for better campaigns. Philips has today a well established campaign management process, that delivers 9 times more campaigns in a fraction of the turn-around time. Campaign results are booming with the active participation of countries around the world, and Philips now has 32 million people registered worldwide, 50% more than when I joined the global team 2 years ago.”

Patrick Degenhardt,

Global CRM Manager

**Dutch Data Quality
Award 2007 Finalist**

**Gartner CRM Excellence
Award 2007 Finalist**

Sorry de rest van de Philips case
wordt niet vrijgegeven voor verdere distributie



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