

Main Customer Segment

Enhancing Customer Value

High Value & High Potential Customer

Increasing **5.8** times of value



Key Customer Care

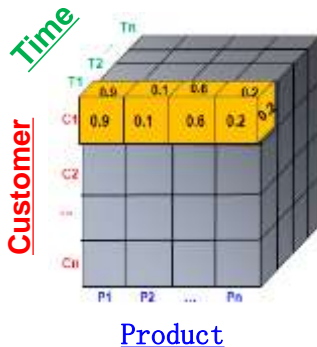
20% Customer Contribute

80% Value

Driving Revenue Growth
Improving Customer Loyalty



Customer Marketing Prediction



Improving Performance through Prediction

Increasing **110%** Closing Rate

Increasing **18M USD** Revenue

	Customers before Selection	Customers after Selection (Target)	Increasing Revenue (M USD)	Cost Saving (M USD)	Closing Rate	Closing Rate Improvement
Marketing Situation (Traditional)	10,000	10,000	0	0	30%	0%
Improving Scenario 1 (Cost Saving)	10,000	3800	-20%	+62%	63.2%	+110%
Improving Scenario 2 (Increasing Revenue)	26,316	10,000	1.26	0	63.2%	+110%

Marketing Situation & Improving Scenarios: In 2007, we conducted a marketing campaign to 10,000 customers with 30% closing rate. In 2008, prediction model selected the predicted high response customers, by increasing 110% closing rate (18M USD Revenue.)

Scenario 1:

- Keep 10,000 campaign customers before prediction model selection, and the number is reduced to 3,800 after selection.
- Conduct the campaign to 3,800 customers and win 2,400 closing contract (63.2% closing rate), increasing 110% closing rate (saving 62% cost while reducing revenue 20%)

Scenario 2:

- To keep 10,000 campaign customers after prediction model selection, increasing the number to 26,316 before selection.
- Conduct the campaign to 10,000 customers and win 6,316 closing contract (63.2% closing rate), increasing 110% closing rate (increasing 18M USD revenue with same cost)

