

Telephone Intelligence

Gaining Insight from Telephone
Numbers.

Adding Knowledge, Enabling Insight

Telephone Intelligence is designed to add knowledge about the people on the other end of the telephone.

This knowledge enables insights to be gleaned which, when added to the behavioral data collected provides a more complete picture.

**Linking an individuals 'Product World' to their
'Real World'**

Making the Telephone More Personal



Refining telemarketing
and customer care

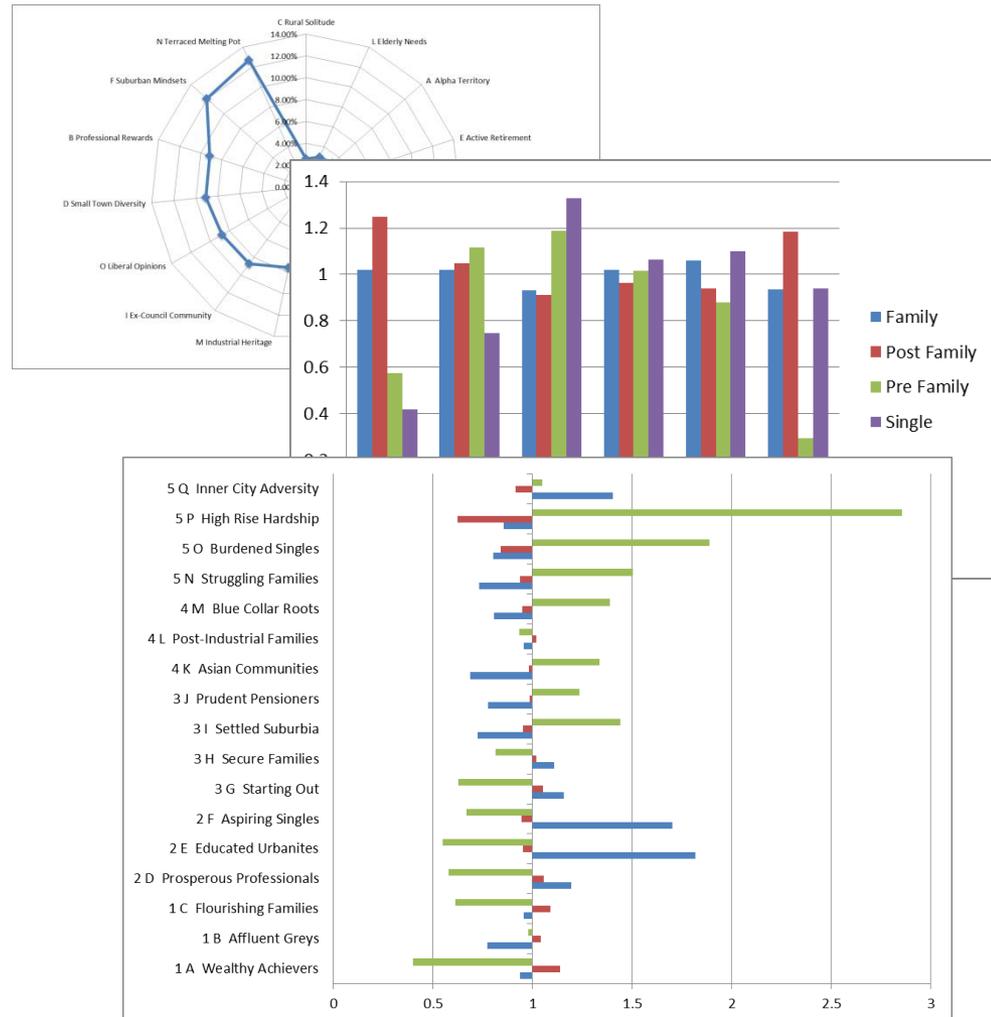
The Person Not the Number

The telephone is personal.

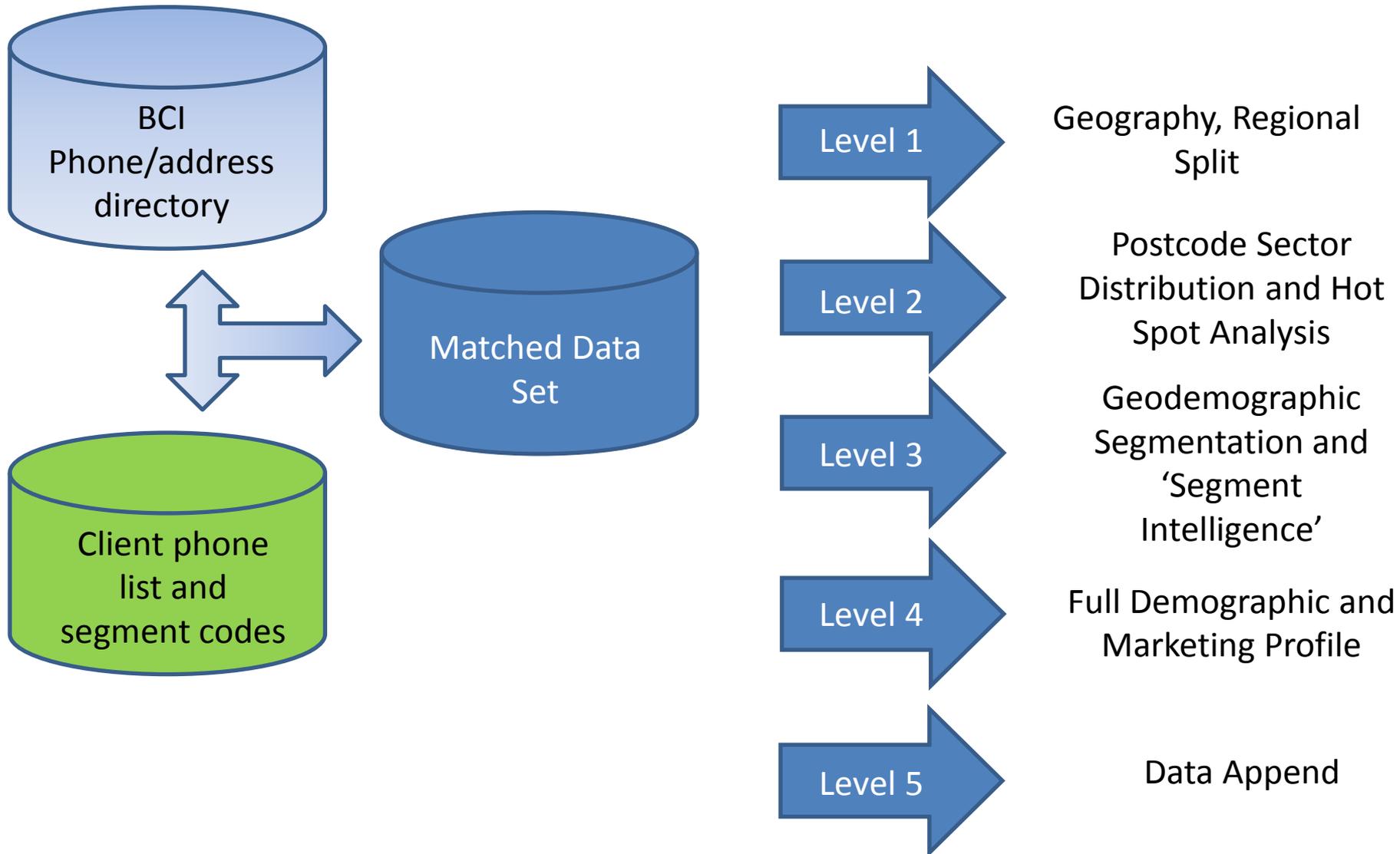
Inbound or Outbound the more you know the better it works.

Analysing call center, enquirer or customer data which contains just a telephone number can now provide an understanding of *who* those people are.

- What do the most valuable customers look like?
- Which customers have what kind of problems?
- What is the headroom?
- Where do we find potentially valuable customers?
- What are they interested in buying?
- How best to contact and influence them?



How Telephone Intelligence Works



Telephone Intelligence is part of the 'Intelligence' suite of products from The British Consumer Index.

- **Segment Intelligence;** provides a detailed understanding of both commercial segmentation models and organisations own segmentations. It also provides the ability to ask bespoke questions and have the answers by segment.
- **Email Intelligence;** works in the same way as Telephone Intelligence providing a rich understanding of the people for whom only the email address is known.
- **Postcode Intelligence;** Often the billing system holds the key to customer insight. Postcode Intelligence is designed to take customer postcodes and value (often held in the billing not marketing database) and add real intelligence.

For full details of BCI Intelligence products call Steve Abbott on 0203 286 1981 or email stevea@thebps.co.uk