



Managing Customer Information to Provide Added Value



Client Issue

The Financial Services company of a major high street retailer identified that their business information did not effectively support operational and management reporting. Nor was it conducive to the type of analysis that is required to support further improvements in profitability. The company realized that it needed to:

- Understand their customers
- Target marketing initiatives more effectively
- Improve the efficiency of management information reporting
- Improve product development and targeting
- Improve the quality of performance information; and
- Measure the profitability of customers and products.

An initial attempt by a consultancy had failed to identify the problems and define a solution.

Our Response

Nemea were engaged to recover the project and manage all phases up to and including solution recommendation.

The first task was to re-establish the project on a sound footing through a formal initiation process, including the appointment of a suitable sponsor and commitment to the project. Through detailed analysis the team:

- Uncovered the underlying causes of the problem
- Identified and documented the strategic and business requirements
- Documented in detail the user requirements; and
- Identified the risks to the business.

Having completed the analysis, the Nemea team designed a number of solutions to this problem together with a full cost-benefit analysis for each.

The final activity was to present these findings to the executive board with a recommended way forward.

Benefits

Through the combination of our business knowledge, solutions experience within this domain, and a structured approach to the project, Nemea were able to provide the company with:

- A business-wide view of their data
- A comprehensive list of the problems with the supply and use of data
- An independent solution design; and
- An impartial recommendation of the best way forward.
- A net financial benefit of £1m and payback within 12 months.