

➤ Campaign Strategy Study:

▣ In-depth Consumer Profiling on Customer Value and Value Growth

- Cross tabulation of Customer Value (Average Talk Time) with 96 different variables defined by China Mobile, to identify the difference between high value customer (≥ 363 minutes) and low value customer.
- Cross tabulation of Customer Value Growth (Average Talk Time Increase) with 96 different variables defined by China Mobile, to identify the difference between high value growth customer ($\geq 10\%$) and low value growth customer.
- Different Attributes defined by China Mobile: Customer Demographics, Customer Contact, Customer Status, Customer Account, Communication Behavior, Payment Behavior, Customer Service, and Customer Extension. (Details in attachment)

Age/Value	<330 minutes	330-363 minutes	≥ 363 minutes
<18	×××	×××	×××
[18-24)	×××	×××	×××
[24-30)	×××	×××	×××
[30-45)	×××	×××	×××
[45-60)	×××	×××	×××
>60	×××	×××	×××

Sample

Time/Value Increase	<-20%	-20%-0%	0-20%	>20%
11:00p.m.-3:00a.m.	××	××	××	××
3:00a.m.-7:00a.m.	××	××	××	××
7:00a.m.-12:00p.m.	××	××	××	××
12:00p.m.-6:00p.m.	××	××	××	××
6:00p.m.-10:00p.m.	××	××	××	××
10:00p.m.-11:00p.m.	××	××	××	××

Sample

Consumer profiling analysis of different customer value and customer value growth help you identify the characteristics, effective communication channel and suitable campaign menu for those targeted campaign participants.



>=363 Minutes

330-363 Minutes

<330 Minutes



Segment	Teenagers	University Students	Job Beginners	Spouse	Family	Gold Noblemen	Senior Citizen
Demographics	10-17, in Junior and High School	18-29, in university or graduate school	Single or Married fresh workers	Married adults, 25-40, without kids	Married adults, 30-59, with children	Single or married adults, with high income	Married Couple over 50
Comm. Usage	Medium/Low usage, guarded by parents	Medium/High usage	Medium usage	Medium/High usage	Medium usage with low ARPU	Medium usage, with high ARPU	Medium usage
Business Preference	Voice, SMS, Game, Anime, and others	Entertainment and information get. High usage of voice and data.	Information get and contact with friends and classmates	Sharing entertainment program, high usage of voice and SMS	Easy usage, and function needs are influenced by children.	Business safety, information get, high usage of voice, insensitive to price	Safety, keeping contact with family members
Brand Distribution	Easyown/M-zone	M-zone	M-zone/GoTone	GoTone	GoTone /Easyown	GoTone	Easyown

Sample

Consumer profiling analysis of different customer value and customer value growth help you identify the characteristics, effective communication channel and suitable campaign menu for those targeted campaign participants.



➤ Campaign Strategy Study:

▣ In-depth Profiling of Existing Customers and Existing Partners

- Profiling of Customer Value, Product RFM, and Firmographic Variables, to identify the difference between ERP customers and Non-ERP customers.
- Profiling of Company Scale, Business Capability, Sales Region Coverage, and Product Sales RFM, to identify the difference between ERP partners and Non-ERP partners.
- Variables for customer profiling: Transactional data in past 4 years (2006.7 – 2009.6), calculated RFM, product contribution, 4-year trend, and Firmographic data (Nature of Firm, PC Count, Server Count, Employee Count, IT Employee Count, IT Maturity, Number of Branches, etc.)

Customer Type/PC Count	<50	50-200	201-500	>500
ERP Customers	×××	×××	×××	×××
Non-ERP Customers	×××	×××	×	×

Sample

Product Sales Revenue%	ERP%	SCM%	Audit%	Others%
ERP Partners	××	××	××	××
Non-ERP Partners				

Sample

Customer profiling analysis of different customer value, Product RFM, and Firmographic data help you identify the characteristics, effective communication channel and next likely product for those targeted campaign participants.





ERP Customers



Non-ERP Customers

ERP Partners

Non-ERP Partners

		
Nature of Firm	xx	xx
PC Count	xx	xx
Employee Count	xx	xx
IT Count	xx	xx
IT Maturity	xx	xx
Recency (RFM)	xx	xx
Frequency (RFM)	xx	xx
Monetary (RFM)	xx	xx
SCM Revenue	xx	xx
ERP Revenue	xx	
4-Year Trend	xx	

Sample

		
Nature of Firm	xx	xx
Employee Count	xx	xx
Technician Count	xx	xx
Salesmen Count	xx	xx
Business Capability	xx	xx
Product Coverage	xx	xx
Region Coverage	xx	xx
Cooperation Period	xx	xx
SCM Revenue	xx	xx
ERP Revenue	xx	
4-Year Trend	xx	

Sample

Customer profiling analysis of different customer value, Product RFM, and Firmographic data help you identify the characteristics, effective communication channel and next likely product for those targeted campaign participants.

