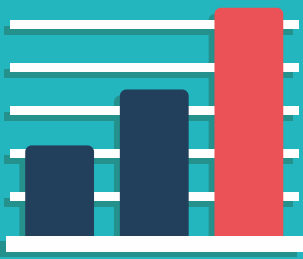# SPAN
GLOBAL SERVICES
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Know your customers: Get most of your data

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We are in the "The Age of the Customer". They drive our business decisions. For a company it has become vital for you to know your customers at the deepest level possible. The repository of data that you have may be holding valuable information about your clienteles. These vital information helps you to understand their necessities and requirements. You can gather more information that helps you to improve your services further.

Do you know the value of your existing customers? Sales and marketing data – information that you may already have – can tell you a lot about your customers.

Marketing is all about reaching the right customers at the right time. Data collated from marketing can be used to envisage buying and scrutinize customer behavior. The following steps explain how your existing data could help you to understand your customers better.

Step 1: Increase productivity with clean and updated data. This process starts with

- Rectifying missing values

- Removing information that are incorrect, incomplete, improperly formatted or redundant

- Simplifying the data to produce most relevant information

Step 2: Create customer personas

- This gives an enhanced understanding about the people buying your product

- Personas are fundamental characters that represent various segments of your customer base. They contain in-depth information such as demographics, average income and so on

- Commonly collected demographics are age, name, address, employment status, gender, family, marital status etc.

- Some of the non-identifiable personal information are geographic locations, lifestyles, interests, etc. Through these information you would also come to know their interest, buying habits, cause of interaction and so on.

- Identifying customer personas help you to divide customer base into groups. This process is known as customer segmentation

- This information is then used to appraise marketing and advertising campaigns

Step 3: Your assumptions: which are the most valuable customers?

- You can focus on your efforts once you know who your valuable customers are. The Information comes into play while calculating and analyzing several factors about your powerful buyers.

- Your network contains enormous data in motion. Harvesting this valuable information is the first step to truly understand your customers' experience and their requirements.

- Do not be too sure on what you know about your customers' needs. Embrace your customers for what they do, rather than what you assume they're doing. Stay unbiased and allow the data to provide you with the right insight. Capture everything to influence your customers' behavior.

- Focus on the quality of the data you have gathered so far. Make your system supple towards the ever-changing needs and behavior of your customers.

- Most importantly make use of the data which is all yours, to understand the needs and changing priorities of your valuable customers.

Step 4: Now, it is time to test your assumptions

- Start comparing your propositions against the existing data you already have. You have an idea about the sales data you keep, or when you last ran an ad campaign. You also remember when you had a sales promotion or the ups and downs that happened while selling a product. This will help you compare and analyze better.

- Now, test your hypotheses with the actual data. For example: after gathering data when you decide a drop in sales prize for a limited amount of time, it can really cause a total upturn in sales.

Conclusion

In a nutshell, when the right data is available for effective analysis, companies can find new avenues to understand their valuable customers. Eventually that results in increasing the productivity as well as optimizing the business results.

About Span Global Services

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Span Global Services helps you take a complete dive into the most advanced data intelligence and premium data-driven services for technology companies. It provides specialized consultancy and solutions for businesses attempting to gain greater popularity in their niches. Over the decade, we have been delivering end-to-end data solutions for technology firms as well as IT-integrated marketing processes to clients from different business verticals.

As a high-tech savvy solutions provider in B2B markets, you gain customized services from Span using the latest business models through online, search, and innovative data strategies. With nearly a decade's expertise in data-driven services, our business intelligence enables you to utilize intellectual online data strategies along with data-driven insights, market reports, and IT support services.

By using our advanced IT-integrated strategies, data-centric solutions, and gamut of Data-Driven Marketing services, you can boost technology business growth as desired. We have catered Data-Driven Services for diverse industries including Information Technology, Automobile, Finance, Healthcare, Real Estate, Marketing & Advertising, Manufacturing, and Media & Publishing.

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