

Business Intelligence-
What is it and how do I
get some!

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High Level Overview

We are in an information rich and time poor environment

Any touch point with your Alumni is significant and will impact any future communication

You can't develop a relationship with someone you don't know

High Level Overview

2 Questions to get started;

1. When, how and what information do you collect?
2. How do you store, update and utilize your data?

Next step: 2 Communication Questions;

1. How often is too much communication and how much is just right?
2. How do you avoid list wearout?

High Level Overview

Challenges

Type and quality of information available on your database

Compliance and Privacy Legislation

List size

Resources

Session Topics

Business intelligence related to:

- Setting objectives related to; key metrics, the organization and performance targets
- What to do when you do not have the data or reporting (self assessment tool)
- Identify top prospects - why and how
- Test and learn - campaign structure with results capture

What is B.I.

The purpose of business intelligence is to support better business decision making.

"BI describes a set of concepts and methods to improve business decision making by using fact-based support systems. Business Intelligence systems are data-driven Decision Support Systems"

From D. J. Power explains in "A Brief History of Decision Support Systems"

Setting Objectives

Key metrics and measures should focus on four areas:

Dimension	Key Questions	Tool Kit
Descriptive	What do customers look like? Who are they?	Profiling- Demographics, psychographics , etc.
Behavioural	What will customers do?	Predictive Models- Likely to do some action
Attitudinal	Why do they Give?	Market Research; /Donor & Alumni Research Insight/information capture in Profile tracking
Financial	How much are they worth?	Financial Models; ROI; Lifetime value, etc.

Question to ask to start a B.I. Campaign

- Why did people give in the past?
- What is our goal?
- Will it cost more money to run this initiative than the money we plan to make? What is our cost per dollar earned/raised?
- What is our focus for this campaign? Department? Segment? Past event attendance? Affinity partner specific, etc.
- Which campaigns were most successful? Why successful?
- Are we on track with the current campaign?
- How can we target our strategies to attain the most desirable prospects with the highest likelihood of action?
- Which are the best alumni and donors to solicit for major gifts, affinity offers or larger annual fund donations?
- Which donors gave to which campaigns last year?
- How many times did we speak to these people in the past? What does this mean for this contact?
- How do we want to be perceived by the person we contact?
Reputation consideration

Identify top prospects - why

The Pareto principle (also known as the 80-20 rule)

"80% of the effects come from 20% of the causes"

HOW?

Based on your strategy and what you have available at your institution

Self Assessment Tool

+ / +	Tracking & Reporting Established (+)	Tracking & Reporting Developing/ Established (+)	- / +
Data Quality is Established(+)	<p style="text-align: center;">Best Practices</p> <p><u>Tactics that can be done now</u></p> <ul style="list-style-type: none"> - Differentiate message and experience based what you know about the prospect - Integrate past contact with strategy for future communication. Requires past campaign contact storage and prospect data integration - Build a ROI understanding to minimize costs while increasing success (do more with less) - Test and learn through more complex integrated initiatives with clear documentation for strategy, contact, outcome, etc. <p><u>Strategy to build for future</u></p> <ul style="list-style-type: none"> - Embark on experience management culture - Concentrate on answering the Attitudinal question 	<p style="text-align: center;">Campaign Efficiency</p> <p><u>Tactics that can be done now</u></p> <ul style="list-style-type: none"> - Build on data capture through prospect contact. Capture one new piece of information to be used for next point of contact. - Use tracking and reporting to understand past success and build for future opportunities - Test and learn through integrating and understanding the results from multiple initiatives. Act on what you know in all that you do. <p><u>Strategy to build for future</u></p> <ul style="list-style-type: none"> - Develop data warehousing and relationship management tools. - Create a culture of getting insights and data capture 	Data Quality is inconsistent(-)
	Data Quality is Established/ Developing(+)	<p style="text-align: center;">Leverage what you know</p> <p><u>Tactics that can be done now</u></p> <ul style="list-style-type: none"> - Build segments to drive differentiation of strategy, spend and contact. - Focus on one new key goal (other than money raised) for tracking or data collection and tie it to the prospect data - Test and learn through validating results against what you thought the data was telling you <p><u>Strategy to build for future</u></p> <ul style="list-style-type: none"> - Move to a decision to enhance tracking reporting. - Use simple tools ,like MS excel, to build learning and establish success. - Create a culture of test and learn that requires tracking and reporting 	
+ / -	Tracking & Reporting Inconsistent(-)	Tracking & Reporting Inconsistent(-)	- / -

Test and Learn Campaign Structure

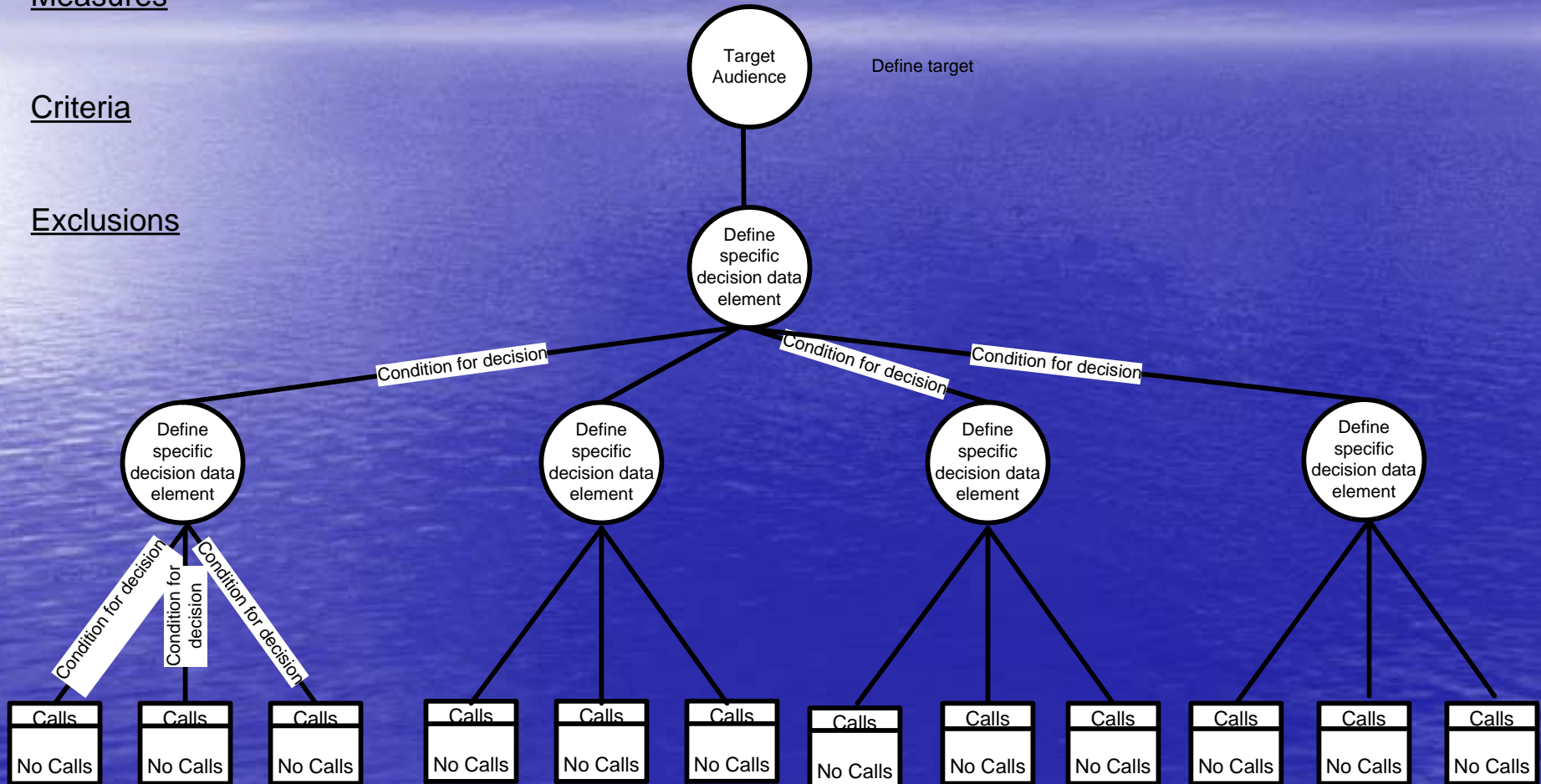
Campaign Tree

Goals

Measures

Criteria

Exclusions



Thank You!

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