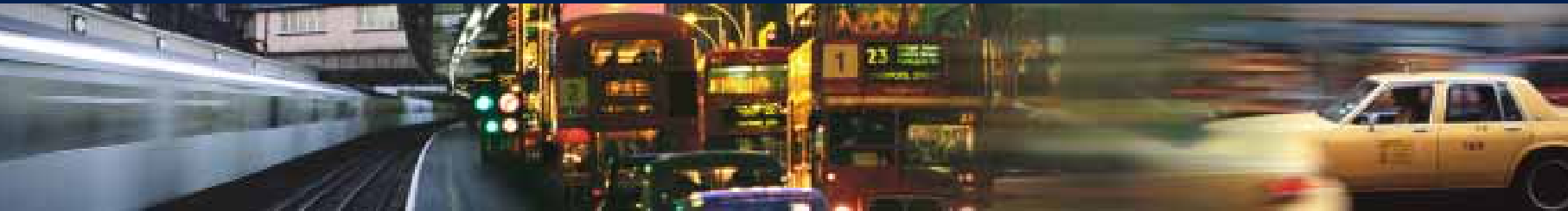




EVD
international
business and cooperation

Customer and Market Intelligence @ EVD



WTPO Buenos Aires 12-13 march 2007

Presented by: George Penders

Unitmanager Trade Networks & Diplomatic Relations

EVD - the Netherlands



Ministry of Economic Affairs

Customer and Market Intelligence @ EVD

*"it's all about knowing who our customers are,
what their needs are and
how we can help them as good as possible"*

Outline

- EVD - factsheet
- Customer Intelligence @ EVD: the present
 - Knowing our customers
 - Knowing the (information) needs of our customers
- Market Intelligence @ EVD: the present
 - Knowing present market information and future trends
- The future of Customer and Market Intelligence @ EVD

EVD - factsheet

- **EVD – the Dutch Trade Promotion Organisation**

350 employees

budget personel and materials 30 million euro – policy funds 152 million euro

- **Target group**

600.000 Dutch companies

130.000 Dutch companies (in potential) internationally active

20.000 active in more than four countries

- **Basic information services**

16 milion visitor sessions on www.evd.nl in 2006

25.000 questions by phone, email or webform in 2006

Customer Intelligence @ EVD: the present

- Personal contact
 - Face-to-face consultations
 - Consultations by phone

- Customer Relationship Management system
 - Basic information on the company (e.g. contactpersons, address, etc)
 - History (e.g. information on questions asked in the past and used EVD services)

- Key indicators
 - Hits on certain parts of the website (e.g. countries, sectors, etc)
 - Registration of questions (e.g. frequency, medium, subject of question)
 - Registration of downloads of documents

Market Intelligence @ EVD: the present

- Intelligence from other Dutch government organisations
 - Developments in worldwide trade
- Intelligence from Dutch trade and sector organisations
 - Developments and trends in Dutch business in relation to international business
- Intelligence from foreign trade representatives
 - Sectors with the most potential for Dutch business
- Intelligence from other (commercial) institutes or organisations
 - EIU, Euromonitor, Trademap, etc

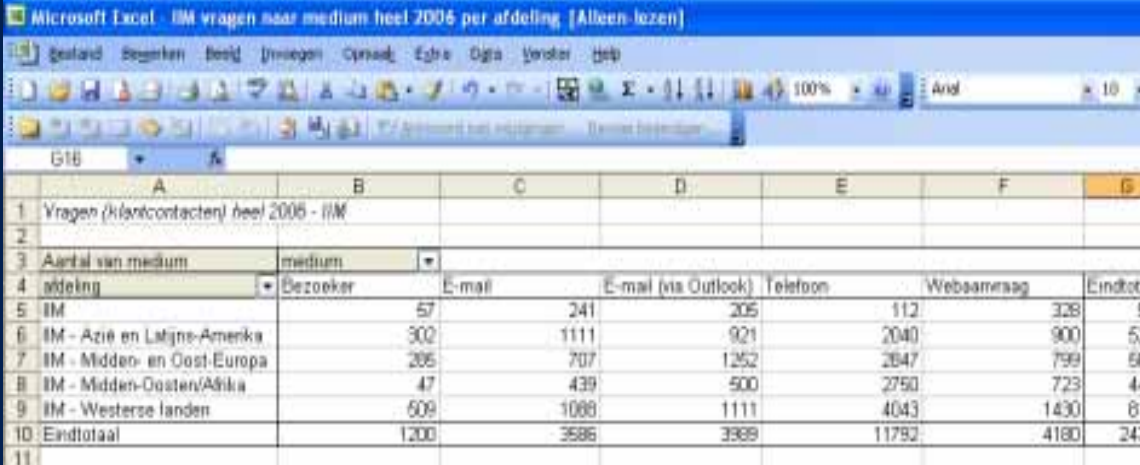
The Future of Customer and Market Intelligence @ EVD

- Knowing all we need to know about our customers
- Analysing our customers, their needs and their behaviour
- Sharing customer information
- Customers helping us and each other
- Letting our customers help themselves
- Using multiple channels and tools to contact and serve our customer

The Future of Customer and Market Intelligence @ EVD

Analysing our customers, their needs and their behaviour

A deeper analysis of information on customers and key indicators

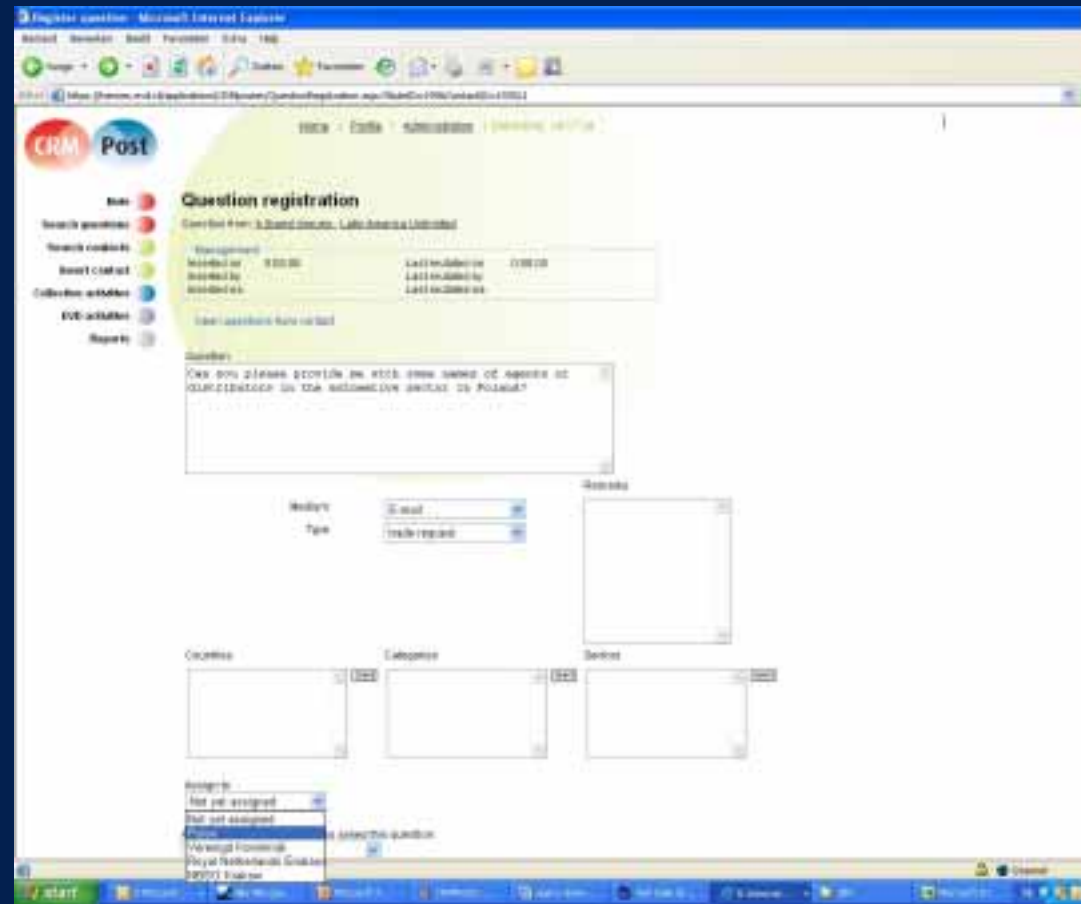


	A	B	C	D	E	F	G
1	Vragen (klantcontacten) heel 2006 - IM						
2							
3	Aantal van medium	medium					
4	afdeling	Bezoeker	E-mail	E-mail (via Outlook)	Telefoon	Websamrags	Eindtot
5	IM	57	241	205	112	328	5
6	IM - Azië en Latijns-Amerika	302	1111	921	2040	900	5
7	IM - Midden- en Oost-Europa	205	707	1252	2647	799	6
8	IM - Midden-Oosten/Afrika	47	439	500	2750	723	4
9	IM - Westerse landen	509	1098	1111	4043	1430	8
10	Eindtotaal	1200	3586	3388	11792	4180	24
11							

The Future of Customer and Market Intelligence @ EVD

Sharing customer information

Sharing our CRM system (customer information) with all EVD units and foreign trade representatives



The Future of Customer and Market Intelligence @ EVD

Customers helping
us and each other

Letting our customers enrich
our information

(web 2.0: wikipedia, blogs,
reactions on the website)



The Future of Customer and Market Intelligence @ EVD

Letting our customers help themselves

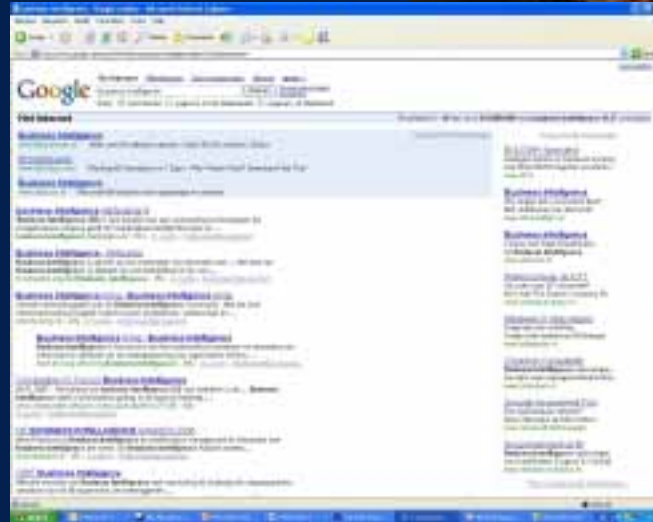
Selfservice solutions on our website



The Future of Customer and Market Intelligence @ EVD

Using multiple channels and tools to contact and serve our customer

Face-to-face, phone, sms, website info, rss, podcasts, webvertising, search engine optimisation, narrowcasting, etc



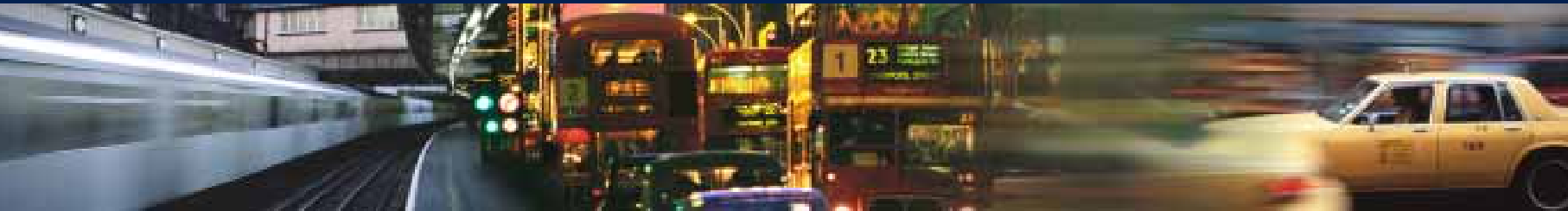


“The future belongs to those who prepare for it today.”

Malcolm X.



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Questions?



Ministry of Economic Affairs