Customer and Market Intelligence @ EVD

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"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 million visitor sessions on [www.evd.nl](http://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. contact persons, 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

1. Knowing all we need to know about our customers

Enriching customer profiles in our CRM system with information from the Chambers of Commerce and other government agencies
2. Analysing our customers, their needs and their behaviour

A deeper analysis of information on customers and key indicators
The Future of Customer and Market Intelligence @ EVD

3. Sharing customer information

Sharing our CRM system (customer information) with all EVD units and foreign trade representatives
4. Customers helping us and each other

Letting our customers enrich our information
(web 2.0: wikipedia, blogs, reactions on the website)
5. Letting our customers help themselves

Selfservice solutions on our website
6. Using multiple channels and tools to contact and serve our customer

Face-to-face, phone, sms, website info, rss, podcasts, webvertising, search engine optimalisation, narrowcasting, etc
“The future belongs to those who prepare for it today.”

Malcolm X.
Questions?