Objective develops bespoke Customer Lifecycle System for manufacturer client to capture and analyse data from millions of consumers.

Objective announces the development of a bespoke customer lifecycle system for a world leading printer manufacturer.

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A world leading printer manufacturer which services over 20 million consumers across Europe has gained a competitive edge in the market with the development of a bespoke customer lifecycle system, courtesy of software development and data analytics firm Objective.

The new system works by capturing customer and prospect customer data from a wide variety of sources. And is already proving to be highly beneficial for both the sales and marketing departments at the leading manufacturers.

The development provides extensive marketing intelligence, data analysis and lead scoring, allowing the marketing team to push sales-ready leads directly to the relevant department with a view to improving conversions. The lead scoring mechanism focuses greatly on demographics that are based on job title, turnover and behaviour responses (for example, when a contact form is completed).

The sales team now benefit from up-to-the-minute data as the CRM system is able to display immediate sales ready leads. Sales staff have precise information and real time evaluation of interest to initiate follow up calls or send out personalised emails to guide the customer to make a purchase. The marketing team can also track opened emails, manage call to action responses and monitor click-through rates to evaluate marketing metrics.

The data is taken from a number of sources such as personalised customer portals, mobile applications and consumer stores. The integrated information produced is stored within a data warehouse.

Using Microsoft BI database tools including Excel and SQL, data insights using OLAP analysis breaks down the data to provide information on valuable business trends and data analysis to help the leading printer manufacturer predict future tendencies within the industry and adjust its marketing and business development strategy accordingly.

For more information on the wide range of development services offered by Objective IT, please visit the company website here.

Boilerplate:

Objective IT is a leading software development company based in Chelmsford, Essex and serving clients throughout the UK. Specialising in building forward-thinking bespoke software, cross-platform mobile and tablet apps, and data analytics consulting. Objective has remained a respected Microsoft

Partner since 1992.

Press Details:
Contact: Karen Harding, Marketing Manager
Website: www.objectiveit.com
Telephone: 01245 330360
Email: karen.harding[at]objectiveit.com

Contact Information
For more information contact Karen Harding of Objective IT (http://www.objectiveit.com/)
01245 330360

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visit the company website here
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