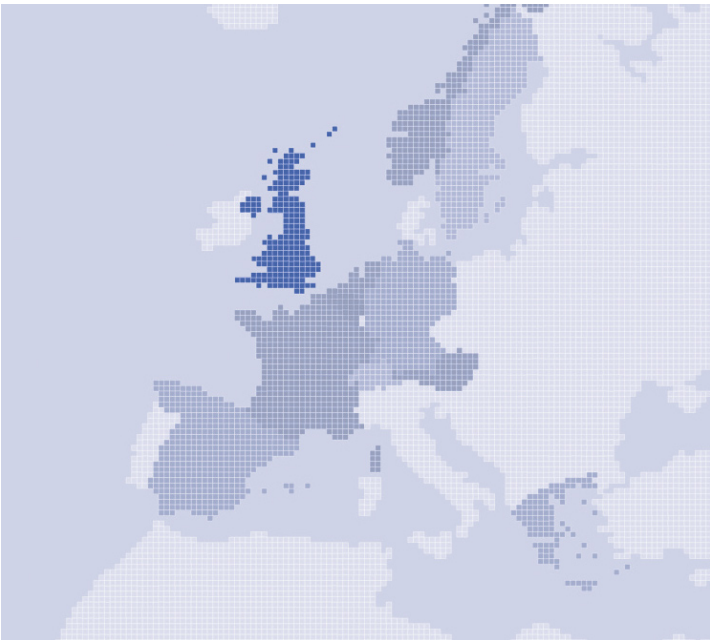
UKChanges
Using intelligent data management techniques to help customers successfully grow their businesses

Data Forensics
Cleansing and Enhancement
Analysis, Segmentation and Visualisation
Single Customer View
Campaign Management

How well do you know your customers? Can you contact all of them? Which channel do they prefer? Can you view transactional histories? What separates 'best' and 'worst' customers? Who is brand loyal and who will defect for an offer? When is the right time to make contact? Who are your best prospects? **UK**Changes work with commercial and not-for-profit organisations to help answer these and many more business critical questions. How can we help you?



Gain a detailed understanding of your customers and prospects to increase campaign ROI

> Standardise record layouts, salutations and contact data formats

> Identify and remove deceased and goneaway records

> Add lifestyle, demographic and socio-economic data attributes

> Analyse data trends and develop distinct customer segments

> Recognise customers at every touchpoint and respect their preferences

> Understand customer motivations and purchase decisions

> Profile best customer groups and obtain look-a-like prospects

> Build relationships and improve ROI

UKChanges offers online, bureau and integrated solutions, working closely with customers in the following market sectors:

> Automotive
> Financial
> Charity
> Retail and Mail Order
> Marketing Services
> Utilities
> Market Research
> Travel and Leisure
> Loyalty and Membership

How can we help you?

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