



#### AT A GLANCE ...

*For the Marketing team, the KXEN application quickly translated into:*

- more projects,
- enhanced project value
- and a higher transformation rate.

## KXEN drives Microsoft Marketing performance

Microsoft's ten-strong Customer Relationship Management Group (CRMG) is an integral part of the company's marketing operation in France and targets direct marketing campaigns (via email, phone and mail) to business customers. A key part of that job is ensuring that the right form of contact is used in every case.

Precise, accurate data on customers and prospects is essential: Who are they? What are their profiles? What is their purchasing behavior? This information is contained in a number of existing databases which must be used as efficiently as possible to develop successful promotions.

To this end 'Brief Data' meetings are held regularly at which Microsoft's marketing teams define targets and allocate resources. Aimed at qualifying prospective customers, this traditionally involves expert-based segmented lists. However, Microsoft wanted to build on this approach by using data mining. KXEN's Analytic Framework was chosen for the task.

### Predictive analysis for efficient, optimised targeting

*"For Microsoft, which grew out of mass marketing, predictive analysis offers a fresh approach and represents strong added value,"* says Ronan Corre, Head of Marketing Databases, Microsoft France.

The initiative aims to better identify Microsoft's mid-market customers - those with between 25 and 500 users. These customers outnumber major corporate accounts, do not generally benefit from commercial follow-up and - because of their sheer number - are more difficult to index.

### KXEN: more efficient, timely contacts

Using KXEN the CRMG selected the 40 variables which most accurately characterized Microsoft's mid-market customers. Based on this selection, a typical customer profile was defined and applied to the database of prospects. KXEN was then used to calculate an individual score for each prospect, allowing the team to easily draw up a list of businesses in priority order.

*"The KXEN solution today forms the backbone of our analytical approach. It has enabled us to maximize returns on our campaigns without inundating customers and prospects with contacts,"* comments Ronan Corre.

**Microsoft**

**Microsoft France CRMG**  
Customer Relationship Management Group

**Case Study**

## KXEN doubles project value

For the Marketing team, the KXEN application quickly translated into more projects, enhanced project value and a higher transformation rate. From an initial database of 800 prospects, KXEN Analytic Framework determined 600 high scores and 200 low scores - numbers which were later verified in practice by Microsoft's call centre agents:

- Opportunity detection was 20% from the list of 600 high scores, compared with typically 15% from expert-based segmentation only
- The real value of those responses was twice that previously seen.

- The response rate for the 200 low scores was lower than usual, with only 12% of opportunities detected.

*“Ultimately we have doubled the real value of detected projects while also improving our external communication and, consequently, Microsoft’s corporate image,”* adds Ronan Corre.

The next stage for Microsoft is to deploy KXEN for work on customer value in order to build loyalty and enhance cross-sell opportunities.



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adds Ronan Corre.



## Conclusion

*“There is no disputing the benefits of data mining. The next step is to implement these resources across Microsoft by anchoring them into our business processes,”* concludes Ronan Corre.

## About KXEN

KXEN provides next generation business analytics software to drive better corporate decisions. KXEN’s unmatched speed, ease of use and scalability enable leading companies around the world to expand the use of predictive analytics and enhance corporate performance. Based on breakthrough mathematical theory, KXEN’s products offer reliable predictions and deep insight for achieving critical business goals. The company partners with leading systems integrators and software vendors to integrate advanced analytics into

enterprise applications and business processes.

Founded in 1998, KXEN is headquartered in San Francisco, California, with offices in the USA, UK, and France, and distributors throughout the world.

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