



Entscheidende Daten: Die Vermessung der *Gesellschaft*.

Phil Winters

Datenschutz



Peter Schaar

Customer Strategy

Datenflüsterer

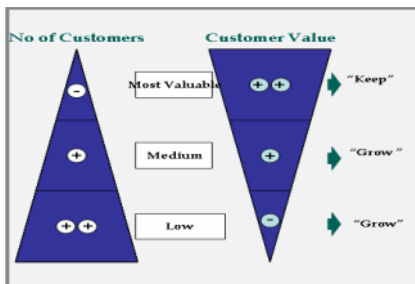
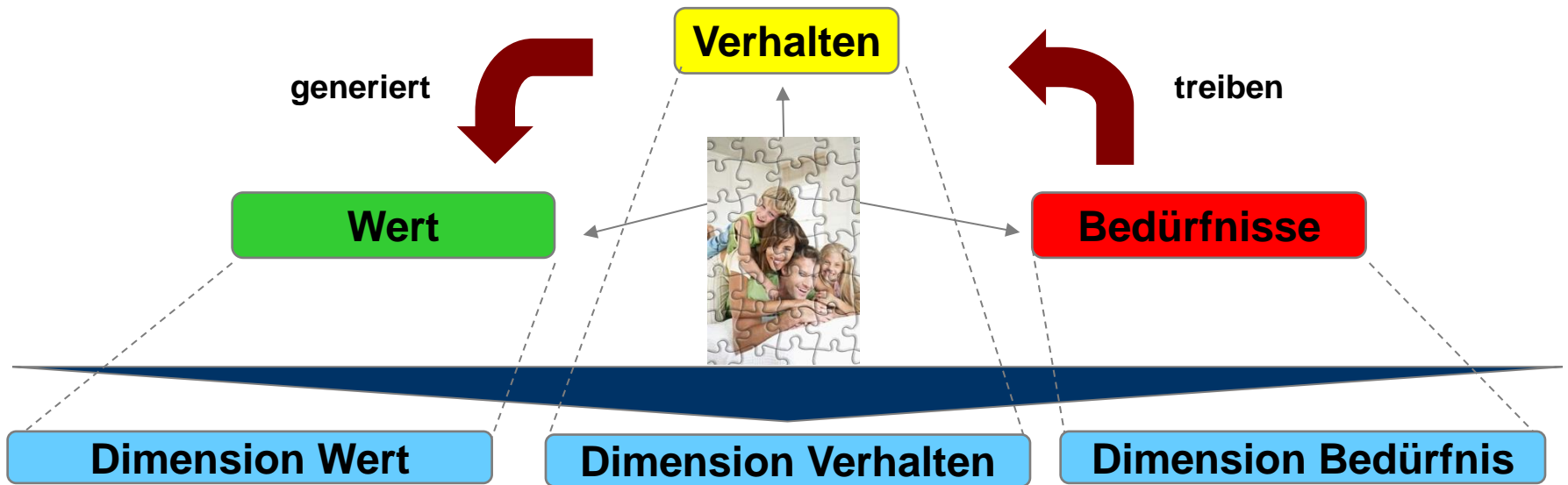


Experte für Strategien
aus der Kundenperspektive



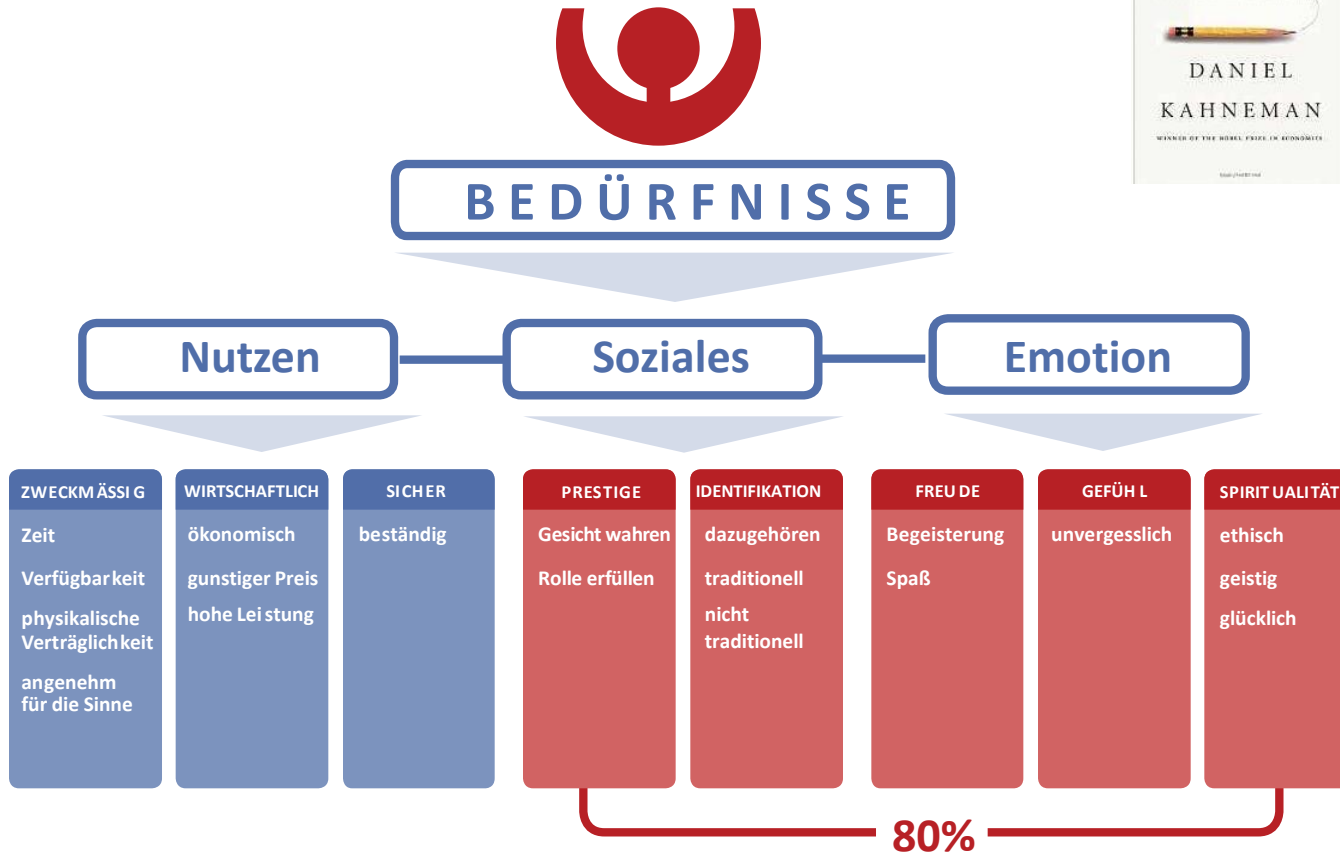
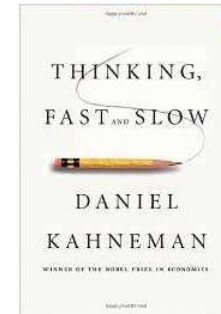
Datenflüstern

Customer Intelligence – neue erzeugte Fakten aus Daten



SEGMENT A	
Common Behavior	
Majority of the customers' behavior and expectations	
Behaviors Differentiated In Customer Groups	
Common Behaviors	Behaviors that are common in more than one customer group
Behavior Groups	Behaviors that are similar in a certain customer group
Individual Behavior	Behaviors that differ in a certain customer group

Bedürfnisse



Kundenorientiert

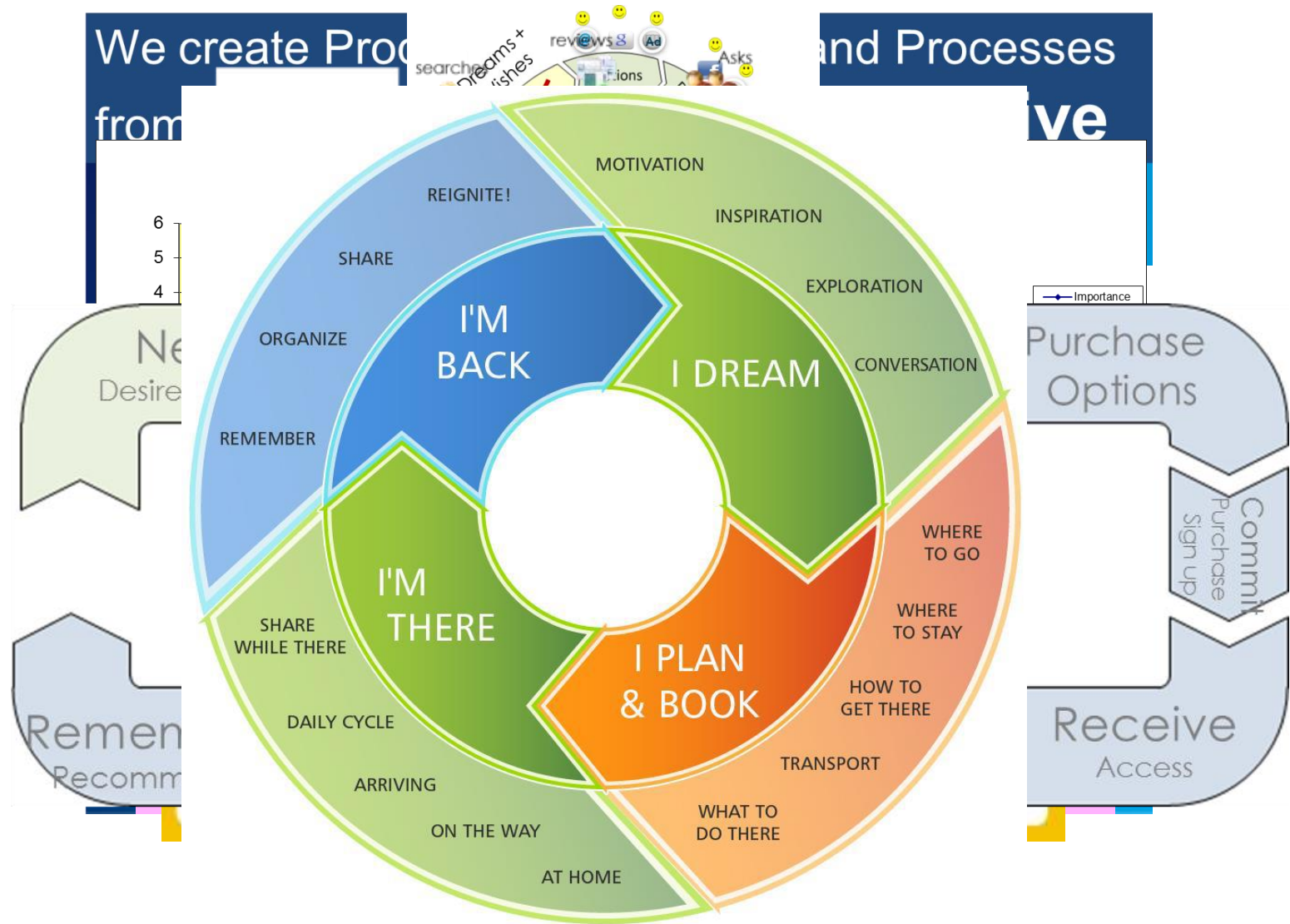


Aus der Kundensicht denken und handeln

Entscheidungszyklus + Touchpoints

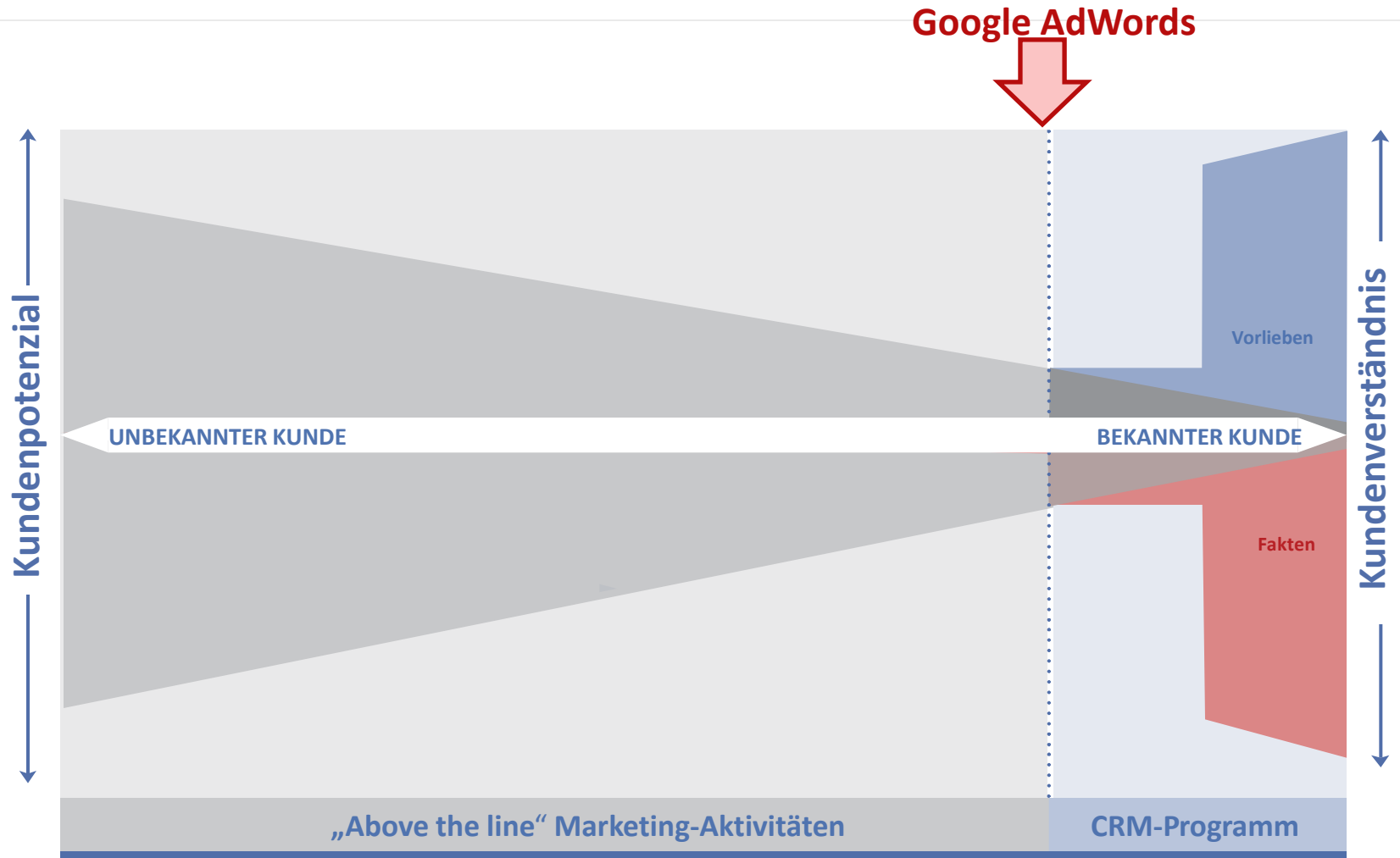


Die Kundenperspektive definieren



Mehr Kundenwissen vs. Datenschutz

Ohne Kundenwissen, ohne Personalisierung



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Whitepaper für Information

First Name

Last Name

Email Address

Confirm Email Address

Company

Title

Job Function

Industry

Job Level

Revenue

Address

Address 2

Country

Zip Code

City

State

Phone

Favorite Color

Shoe Size

Favorite Food

Favorite Holiday

Automobile

Partner Name

Home Owner?

Income Range

Children

Debt

Religion

Transaction History

Race

Medical Conditions

Hygiene/Cleanliness

Sexual Preferences

Yes, send me information on the latest news and Information and from you and your partners

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Yes, pass my information to Relevant Partners

Submit

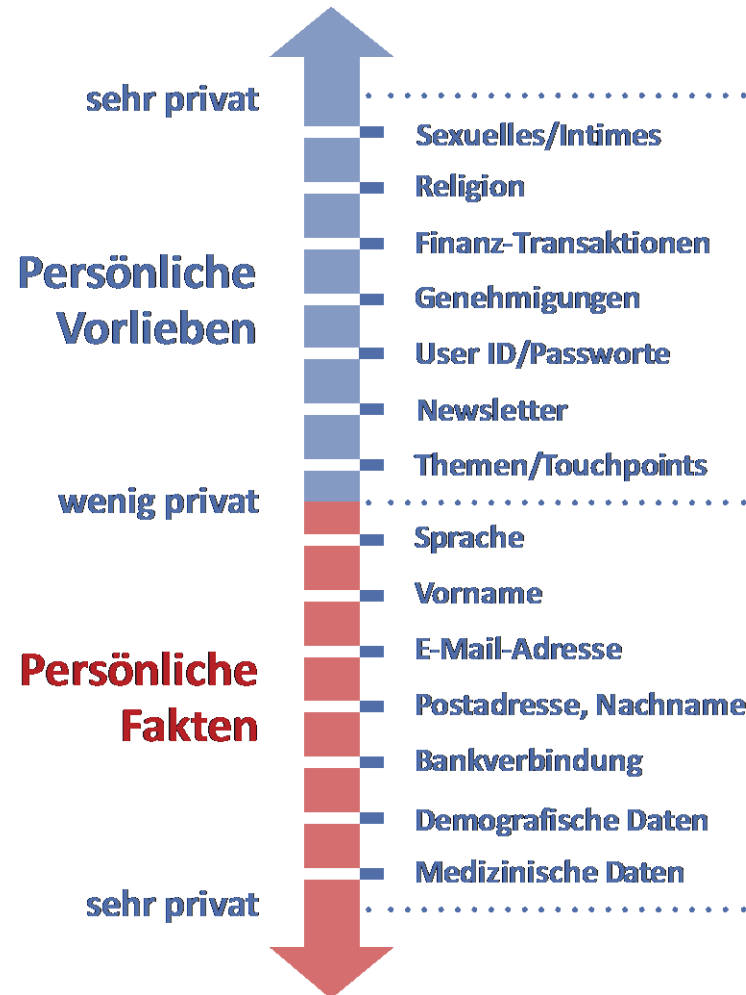


CIAgenda

Geben und Nehmen

Reziprozität

*Information
hat
Wert*



Methoden zum Informationsaustausch



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Hotel Club i Pini	107	2	June, 2011
Fenice Hotel	74	0	June, 2011
Hotel Zum Schiff	61	0	June, 2011
Bloomfield House	56	0	November, 2010
Hopping Hare	28	0	June, 2011

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MEMBER NAME Heidelbergredwoods
MEMBER SINCE January 21, 2007
LOCATION Lucca
TOTAL REVIEWS 14

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the well project JOIN MAILING LIST | GETTING CONNECTED | TOOLS | En Español

HIV: The Basics Treatment & Trials Diseases & Conditions Living Well Women's Center

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You Can Help
Join us in the fight against HIV and AIDS: Donate to The Well Project.

Did You Just Test HIV+?
Newly diagnosed with HIV and not sure what to do? You are not alone. Get help and support. [Start here](#)

Since September 2, 2003 (launch date of this website) **15,944,868** women have been infected with HIV. [You can help!](#)

Did You Know?
The risk of HIV transmission from mother to newborn is less than 2% if women receive a combination of antiretroviral therapies during pregnancy. [NIAID](#)

Get Involved and Informed

- PLEASE take our BRIEF online survey!
- TWP's July/August E-Newsletter
- Join us on Facebook!
- Follow us on Twitter!
- A Girl Like Me (blog for HIV+ women)
- Women's Research Initiative on HIV/AIDS 2011 Summary Report

New on the site

- HIV and the Brain
- Vitamins and Supplements for HIV+ Women
- Stress Management
- Diarrhea
- Peripheral Neuropathy
- HIV and Your Mouth

Noteworthy

- African Services Committee Women's Group Letter to NY Post
- The Well Project Public Statement on the New York Post Article
- Interview with Dawn Averitt Bridge: POZ's 31 at 30

About Us
The Well Project's mission is to change the course of this HIV/AIDS pandemic through a unique and comprehensive focus on women.
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MORE INFORMATION

The Well Project
the well project

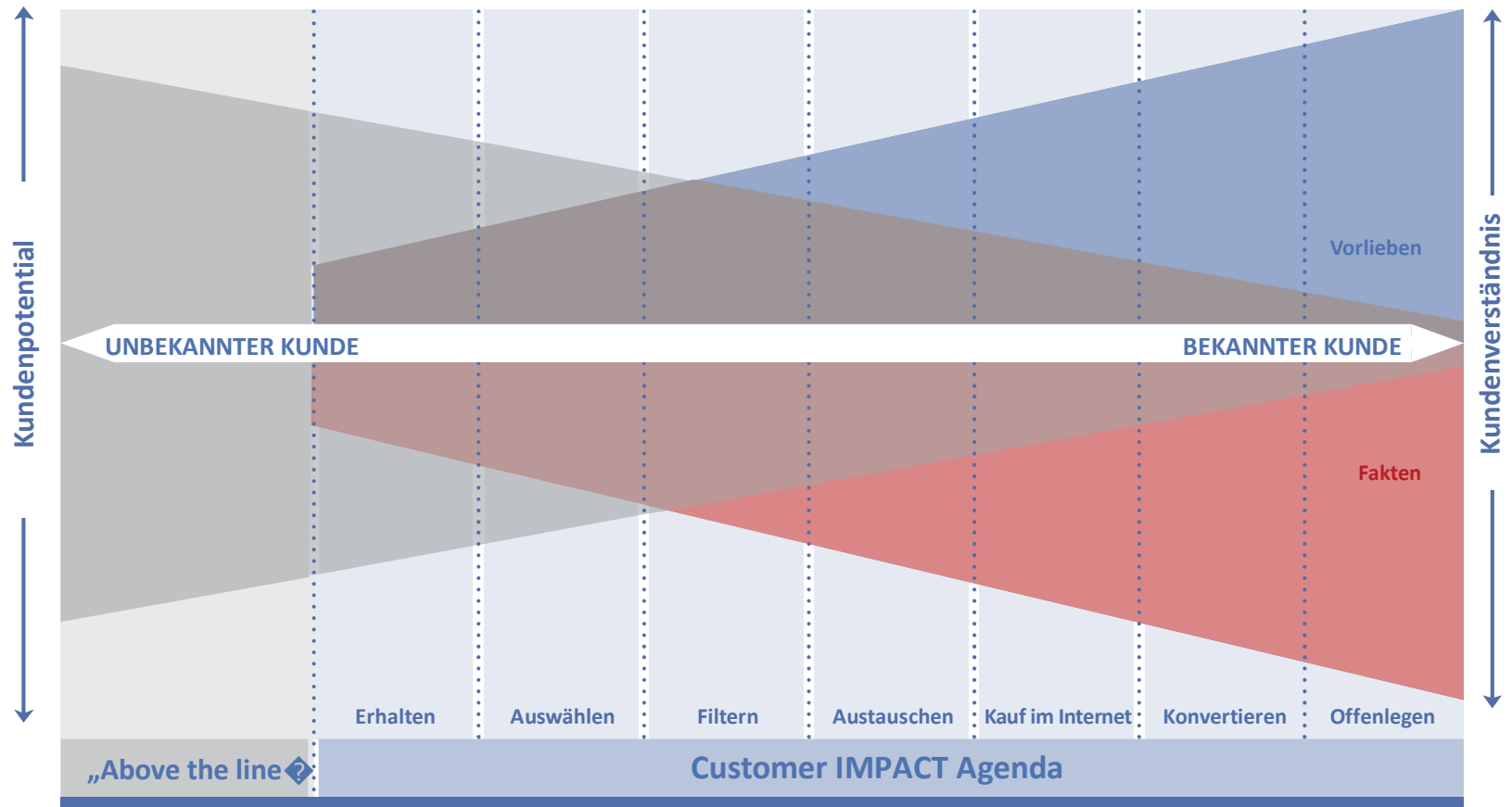
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 yesterday reply
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Geben und Nehmen

Gegenseitigkeitsprinzip	(Gegen)-Wert	Touchpoints (Beispiele)	PersönlicheFakten							PersönlicheVorlieben						
			Medizinische Daten	Demografische Daten	Bankverbindung	Postadresse, Nachname	E-Mail-Adresse	Vorname	Sprache	Themen/Touchpoints	Newsletter	User ID/Passworte	Genehmigungen	Transaktionen	Religion	Sexuelles/Intimes
Erhalten	Download ohne Registrierung Rabatt am POS	Internet POS, E-Kiosk														
Auswählen	Richtige Sprache Relevante Auswahl Nachgefragte Information	Internet Newsletter E-Mail, Internet E-Kiosk, Internet, Nachrichten														
Filtern	Allg. Info, wie ich sie will Spez. Info, wie ich sie will Garantieverlängerungen e.ä.	Suche Internet Newsletter Post, E-Mail, Internet														
Austauschen	Produkt Support Informationen	Internet Community														
Kauf im Internet	Gekauftes Produkt	Online-Shop														
Konvertieren	Punkte erwerben Punkte benutzen Erwerb und Nutzung beim Kauf	E-Kiosk, Internet, Telefon E-Kiosk, Internet, Telefon E-Kiosk, Internet, Telefon														
Offenlegen	Persönlicher Ratschlag	Telefon, Internet, persönlich														

Kunden haben die Kontrolle

Mehr Kundenwissen



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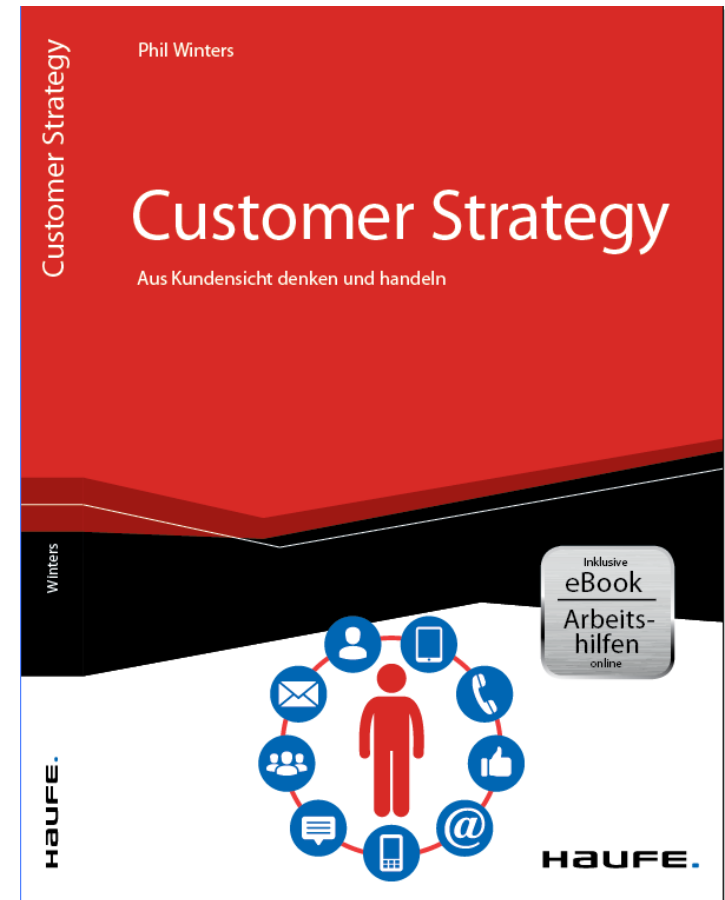


Aus Kundensicht denken und handeln

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