

CUSTOMERS at the heart of our TRANSFORMATION

A presentation for the Culture &
Communities Select Committee
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Hampshire
County Council

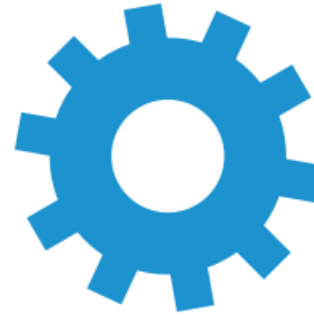
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AGENDA

- The data analysis supporting transformation
- Marketing for a changing environment
- Success stories
- Next steps to a customer driven approach

The Purpose

**Business Transformation
& Income Generation**



The Process



Data Mining



Analysis



Interpretation



**Evidence-based
Decision Making**



MARKETING THEN...

- Seller was in control
- Focus on traditional methods
- Longer campaign cycles
- Mass marketing
- Less data



MARKETING NOW...

- Buyer in control
- Focus on digital methods
- Constantly changing and adapting campaigns
- Personalised marketing
- Data created at every stage



Data Mining & Analysis

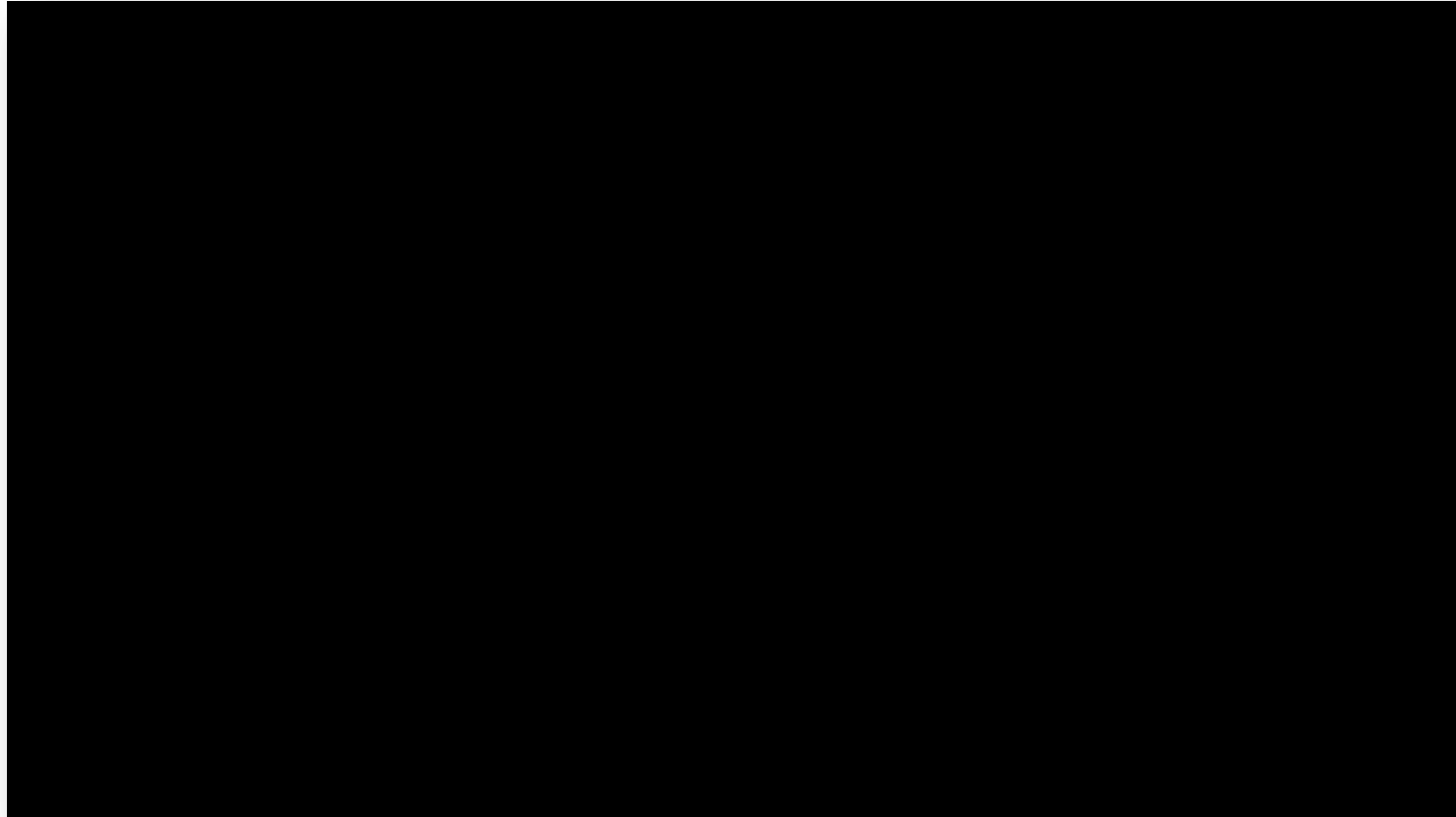
- Scenario modelling
- Occupancy
- Customer profiling
- Geographical reach
- Customer segment penetration
- Activity provision usage
- Market trends



Insight & Decision Making

- Business planning
- Asset transformation
- Target audience
- Target geography
- Promotional opportunities
- Product offering
- Growth forecasting

Success stories/campaigns



- 70% increase in eMagazine downloads
- 39% increase in new library members
- 57% increase in 24-40 year olds online membership applications (30% overall including offline)
- >2,500 clicks from Facebook advertising; £0.25 per click

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Next steps to a customer driven approach

