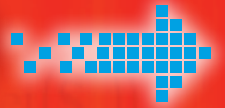


12 - 15 MAY, 2008 Athenaeum Intercontinental • Athens, Greece

DIRECTIONS



2008 European Conference

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$$Ent(S) = -\sum_k P(C_k, S) \ln(P(C_k, S))$$

TURNING DATA INTO DECISIONS

Welcome to European Directions 2008 – the premier conference for practitioners of predictive analytics.

As a visitor to Directions 2008, you will have dozens of opportunities to meet your peers and SPSS experts, extend your knowledge of predictive analytics, and find out more about how SPSS technology can help you use data to improve your business processes and cultivate efficient decision-making.

The conference will begin with a conversation with Jack Noonan, Chairman, President and CEO of SPSS Inc. and one of the industry's best-known personalities. He will be followed by the keynote speech from Ian Ayres, a respected professor and author of a best-selling book about the power of number-crunching.

You can choose from more than 50 breakout sessions offering insight in seven specific subject areas, and you can combine social and professional networking at the Customer Reception at Akrotiri, a magical venue on the Apollo Coast, on Tuesday, 15 May.

SPSS hopes that you enjoy Directions 2008 and that it educates, enlightens, and inspires you to use predictive analytics even more to drive the use of data to improve decision-making in your organisation.

Agenda at a glance

Monday, 12 May

TIME	SESSION
19:00 - 21:00	Registration Welcome Reception

Tuesday, 13 May

TIME	SESSION
07:00 - 09:00	Registration Breakfast SPSS Expo
09:00 - 09:15	Welcome remarks
09:15 - 09:45	KEYNOTE SESSION: A conversation with Jack Noonan
09:45 - 10:45	KEYNOTE SPEAKER: Ian Ayres, author of Super Crunchers: why thinking-by-numbers is the new way to be smart
10:45 - 11:15	Break SPSS Expo
11:15 - 12:00	Concurrent breakout sessions
12:00 - 13:30	Lunch
13:30 - 14:15	Concurrent breakout sessions
14:15 - 15:00	Break SPSS Expo
15:00 - 15:45	Concurrent breakout sessions
16:00 - 16:45	Concurrent breakout sessions
19:00 - 22:30	Customer Reception

Wednesday, 14 May

TIME	SESSION
08:00 - 09:00	Breakfast SPSS Expo
09:00 - 09:45	Concurrent breakout sessions
10:00 - 10:45	Concurrent breakout sessions
10:45 - 11:15	Break SPSS Expo
11:15 - 12:15	KEYNOTE SESSION: All journeys begin with the first step – the path to becoming a Predictive Enterprise
12:15 - 13:15	Lunch
13:30 - 14:15	Concurrent breakout sessions
14:30 - 15:15	Concurrent breakout sessions
15:15 - 16:15	Closing Reception

Thursday, 15 May

TIME	SESSION
09:00 - 16:00	Optional Post-Conference Training <ul style="list-style-type: none"> ▫ Optimising marketing campaigns with customer segmentation ▫ Fraud detection using Predictive Analytical techniques ▫ How to retain customers and increase profitability

To register for post-conference training, please go to the Registration desk on Level -2

Speakers and sessions are subject to change.

All times listed are in Athens time: GMT+2.

▫ The SPSS Expo and Product Experience Room will be closed during keynote sessions and lunch.

Day Planner

Monday, 12 May

19:00 - 21:00	Registration and Welcome Reception SPSS Expo
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Tuesday, 13 May

07:00 - 09:00	Registration SPSS Expo Breakfast							
09:00 - 09:15	Welcome							
09:15 - 09:45	Keynote: A conversation with Jack Noonan, Chairman, President and CEO, SPSS Inc.							
09:45 - 10:45	Keynote: Ian Ayres Super Crunchers: why thinking-by-numbers is the new way to be smart							
10:45 - 11:15	Break SPSS Expo							
ROOM NAME	Delta/Sigma	Ypsilon I-III	Ypsilon IV-V	Omikron I	Omikron II	VIP Lounge	Athenaeum I-II	
Breakout 1 11:15 - 12:00	<p>CM</p> <p>The Predictive Enterprise: driving profitable growth Kris Neitz Vice President, Enterprise Solutions USA</p> <p>Stephen Cole Vice President, Solutions Marketing SPSS Inc. USA</p>	<p>CM A&R</p> <p>Going beyond market research René A. Scherer Head of IT Survey Competence Centre Credit Suisse Switzerland</p>	<p>M CM</p> <p>Up- and cross-sell with the right offer for each customer Ola Gustafsson Customer data analyst Länsförsäkringar AB Sweden</p>	<p>PS R&LP</p> <p>An improved risk management framework for tax collection Lyne Sincennes Director Canada Revenue Agency Canada</p>	<p>PS A&R</p> <p>Mining Dutch history: researching public debate in the nineteenth century Dr José de Kruif Researcher Utrecht University Research Institute for History The Netherlands</p>	<p>SPSS</p> <p>SPSS' long-term vision Jason Verlen Vice President, R&D, Worldwide Product Management, and Chief Product Strategist SPSS Inc. USA</p>	<p>A&R MR</p> <p>Why perform benchmarking? Torben Liborius Senior Analyst Deloitte Denmark Denmark</p>	
12:00 - 13:30	Lunch							
Breakout 2 13:30 - 14:15	<p>M CM</p> <p>Using data mining for more effective marketing Christos Matsoukas Head of Business Intelligence EFG Eurolife Greece</p>	<p>M CM A&R</p> <p>The Predictive Enterprise at work: revealing the causes of dissatisfaction through analytics Simon Dudley Customer Analytics Manager Royal & SunAlliance UK</p>	<p>MR SPSS</p> <p>Dimensions 5.0: what's new and what lies ahead Jane Hendricks Product Marketing Manager SPSS Inc. USA</p>	<p>R&LP A&R</p> <p>Credit scoring in real time: reducing risk with text mining Piero Biagi General Director Nolè SpA Italy</p>	<p>CM SPSS</p> <p>The Analytical Revolution: reaping the benefits of a Predictive Analytics infrastructure Kathy Konkel Product Marketing Manager USA</p> <p>Colin Shearer Senior Vice President, Marketing Strategy SPSS Inc. UK</p>	<p>MR</p> <p>Automating quality procedures for online research Mike Cooke Global Director, Online Development</p> <p>Sean Regan Director, GfK Operations - Online GfK NOP UK</p>	<p>A&R PP</p> <p>Predictive Analytics at SAP John MacGregor Product Management Director Business Objects, an SAP Company</p> <p>Michael Adam Director, Solution Management SAP Germany</p>	
14:15 - 15:00	Break SPSS Expo							
Breakout 3 15:00 - 15:45	<p>A&R</p> <p>Analytics and the art of motorcycling Dr Alan Tilly UK</p>	<p>CM A&R</p> <p>Managing unstable processes in automotive manufacturing Hans Doermann-Osuna Quality Management Specialist BMW Group Germany</p>	<p>M CM</p> <p>Making a profit from customers' calls – sell in real time Omar Rois Merino Customer Analysis Manager</p> <p>Angelica Dominguez Customer Analysis DIGITAL+ Spain</p>	<p>MR</p> <p>Market Research 2.0: technologies that will reshape our industry Hans Donkers Director</p> <p>Johan Baukema Project Manager Stratus marktonderzoek bv The Netherlands</p>	<p>M CM SPSS</p> <p>Text Mining for Clementine: overview and roadmap Eric Martin Product Marketing Manager SPSS Inc. France</p>	<p>PS R&LP</p> <p>Data mining catches fraudulent patient sharing schemes Marcee Sturino Director, Data Informatics TrustSolutions, LLC USA</p>	<p>M</p> <p>The real benefits of text mining Rebecca Wettemann Vice President, Research Nucleus Research USA</p> <p>Olivier Jouve Vice President, Corporate Development SPSS Inc. USA</p>	
Breakout 4 16:00 - 16:45	<p>A&R SPSS</p> <p>A look at SPSS 16.0 and a preview of SPSS 17.0 Marcus Hearne Manager, Product Marketing, Statistics SPSS Inc. USA</p>	<p>PS A&R</p> <p>Using analytics to develop stronger and safer communities Keith Bentley Chief Superintendent (Retired) Greater Manchester Police UK</p>	<p>CM</p> <p>Why do customers defect? And how can you stop them? Dr Thomas Fender Senior Data Mining Specialist Union Investment Privatfonds GmbH Germany</p>	<p>PS A&R MR</p> <p>Improving social welfare policy-making with SPSS reporting Carlo Vreugde Analyst Co-ordinator SGBO The Netherlands</p>	<p>M CM</p> <p>Building complete understanding of customers through data integration Dag P. Svendsen Analyst – Data Mining/Statistical Modelling Komplett Norway</p>	<p>M CM PS</p> <p>Data Mining – what it really is and what it can do for your organisation Richard Hren, PhD Director, Product Marketing SPSS Inc. USA</p>	<p>M MR</p> <p>From insight to action with operational data – avoiding Pyrrhic marketing victories Morgan Sandstrom Senior Consultant</p> <p>Bo Bäckman Senior Consultant SIFO Research International Sweden AB Sweden</p>	
19:00 - 22:30	Customer Reception – The Magic of Akrotiri. Busses begin departing from the hotel lobby at 19:00 and will return from 22:00.							

Track Key:

MR Market Research	M Marketing	SPSS Looking Ahead with SPSS
A&R Analysis and Reporting	CM Customer Management	R&LP Managing Risk and Loss Prevention
PS Public Sector	PP SPSS Partner Presentations	

Speakers and sessions subject to change.

Day Planner

Track Key:

- MR Market Research
- A&R Analysis and Reporting
- PS Public Sector
- M Marketing
- CM Customer Management
- PP SPSS Partner Presentations
- SPSS Looking Ahead with SPSS
- R&LP Managing Risk and Loss Prevention

Wednesday, 14 May

08:00 - 09:00	SPSS Expo Breakfast							
ROOM NAME	Delta/Sigma	Ypsilon I-III	Ypsilon IV-V	Omikron I	Omikron II	VIP Lounge	Athenaeum I-II	
Breakout 5 09:00 - 09:45	R&LP A&R Using SPSS to validate Basel II requirements Giacomo Petrini Head of Models and Process Validation Service UBI Banca Italy	M CM How a creative approach to data leads to a better customer contact strategy Frank van der Spek Information Manager AD NieuwsMedia BV The Netherlands Didier Nieuwenhuis Client Value Consultant Client Value Lab The Netherlands	M Deploying analytics: combining predictive models, business rules, and optimisation techniques Sarah Dunworth Product Marketing Manager SPSS Inc. UK	A&R MR Programming SPSS to control processes and drive performance Klaus Bergmann Manager, Methods and Product Development Oliver Hülser Senior Specialist GfK AG Germany	M CM A&R Constructing a robust definition for churn modelling high-value customers Sarah Gray Customer Insight Manager Panyiotis Georgiou Customer Insight Analyst Tesco Mobile UK	PS R&LP Using data mining to target defaulters and increase tax payments Véronique Vandamme Data Warehouse Manager Elly Goossens Business analyst FOD Financiën Belgium	MR Maximising the value of research assets Jane Hendricks Product Marketing Manager USA Heena Jethwa Product Marketing Manager SPSS Inc. The Netherlands	
Breakout 6 10:00 - 10:45	CM A&R Churn modelling for Koç-Group companies Enis Basegmez Analytical Business Intelligence Manager Melisa Topcu Business Intelligence Consultant Tani Pazarlama ve İletişim Hizmetleri A.Ş Turkey	M MR Beyond print: defining a new audience in the Internet age Rachel Cassidy Senior Insight Executive Jo Green Insight Executive Associated Newspapers Ltd UK	PS A&R Faster, more flexible development of statistical processes with SPSS Dr Helma Schapendonk-Maas Statistical Researcher Statistics Netherlands The Netherlands	CM Turning up the volume on your customers Olivier Jouve Vice President, Corporate Development USA Heena Jethwa Product Marketing Manager SPSS Inc. The Netherlands	A&R Introduction to SPSS Text Analysis for Surveys: don't leave open-ended questions untapped Eric Martin Product Marketing Manager SPSS Inc. France	M CM Promoting the third generation: optimising telco campaigns with analytics Silvia Codogno Marketing CB Manager 3 Italia Enrico Cosio Senior Manager Deloitte Consulting Italy	CM MR Know your customers: how Braun keeps in touch Stefan Bender Vice President, Marketing and Strategic Research Braun GmbH Germany Bernhard Witt 2x4 Ltd Germany	
10:45 - 11:15	Break SPSS Expo							
11:15 - 12:15	Keynote Panel Session: All journeys begin with the first step – the path to becoming a Predictive Enterprise							
12:15 - 13:15	Lunch							
Breakout 7 13:30 - 14:15	A&R SPSS Expert Session: using programmability and scripting to extend SPSS and increase productivity Jon Peck Principal Software Engineer SPSS Inc. USA	M CM Churn prediction and targeted offers in a highly competitive market Nebahat Donmez Head of Customer Insights Vodafone Netherlands The Netherlands	M Campaign prioritisation at Commerzbank AG Heiko Güthenke Head of Customer and Business Analysis Commerzbank AG Germany	MR Simplifying multimodal, multilingual research with a common platform Payam Ghamsari Research Manager Ugam International UK	M How to talk to your boss about data mining Richard Hren, PhD Director, Product Marketing SPSS Inc. USA	CM A&R Improving the recruitment process with predictive analytics Dr Peter Holderegger Organisational Psychologist Switzerland	A&R PP BI and Predictive Analytics: enhancing and extending the promise Carol Martin Director, Market Development Cognos, an IBM company Canada	
Breakout 8 14:30 - 15:15	R&LP CM Switching to automatic: how to assess credit risk in under five seconds Edgars Peics CRM IT Development Manager Hansabank Latvia	CM SPSS SPSS Predictive Enterprise Services: overview and roadmap Rod Reicks Senior Product Marketing Manager SPSS Inc. USA	M SPSS Clementine 12.0 – Data Mining for Predictive Analytics Tom Khabaza Director of Product Marketing for Data Mining SPSS Inc. UK	CM A&R Customer loyalty programme supports business strategy at SNCF Sébastien Le Lardic CRM Project Manager Aurélie Amira CRM Project Manager CRM Services SNCF France	CM A&R Going beyond market research René A. Scherer Head of IT Survey Competence Centre Credit Suisse Switzerland	M A&R Torturing your data: an analytical CRM success story Andreas Kokkinos Head Business Intelligence Marfin Laiki Bank Cyprus	MR SPSS Customer Experts' Panel: Exploring innovations in market research Chair: Kevin Gray Director of Dimensions Product Strategy SPSS Inc. UK	
15:15 - 16:15	Closing Reception Insight Award							

Thursday, 15 May

09:00 - 16:00	Post-conference Training
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SPEAKERS AND SESSIONS SUBJECT TO CHANGE.

Keynote Sessions

TUESDAY, 13 MAY 09:15 - 09:45
ROOM: BALLROOM II-III

Jack Noonan, Chairman, President and CEO, SPSS Inc.

A Conversation with Jack Noonan

Kick-off the conference with SPSS Chairman, President and CEO Jack Noonan. Having just marked his fifteenth year at SPSS, Jack is one of the longest-sitting, non-founding CEOs of a technology company. Jack's longevity at SPSS is based on the transformation he has driven, taking a 'one product' statistical software company and turning it into a globally recognised market leader with multiple product lines – all serving the emerging predictive analytics market.



In this session, you'll hear how Jack has evolved the company's vision from 'Real Stats, Real Easy' to 'The Predictive Enterprise'. In the process he has extended what the company does from delivering information to changing organisational processes; from event-based analysis to real-time analytics; and from return on investment at the analyst level to enterprise ROI. This is your chance to hear straight from Jack himself what SPSS is up to and where the company is going.

TUESDAY, 13 MAY 09:45 - 10:45
ROOM: BALLROOM II-III

Ian Ayres, economist, professor and author
Why thinking-by-numbers is the new way to be smart

Ian Ayres, author of the best-selling book Super Crunchers: why thinking-by-numbers is the new way to be smart, is a pre-eminent expert on new methods of prediction and decision-making that are not only changing the way choices are made but the choices themselves. He calls it 'Super Crunching' – analysing massive databases to influence real-world decisions.



Ian Ayres is the William K. Townsend Professor at Yale Law School and a Professor at Yale's School of Management. He is a columnist for Forbes magazine, a regular commentator on US public radio's Marketplace, and regularly writes for The New York Times. His research has been featured on television shows such as Prime Time Live, Oprah and Good Morning America and in Time and Vogue magazines. Professor Ayres has been ranked as one of the most prolific and most-cited law professors of his generation.

At SPSS Directions 2008, he will draw from his new book and speak about:

- n How and why these predictive techniques work
- n How decision makers are applying them to business and just about everything else
- n The impact that predictive techniques will have on our lives and on the traditional decision-makers who rely on experience and intuition.

WEDNESDAY, 14 MAY 13:00 - 14:00
ROOM: BALLROOM II-III

Keynote Panel Session

All journeys begin with the first step: the path to becoming a Predictive Enterprise

session overview

Organisations that realise the value of predictive analytics in gaining a complete view of their customers, employees, students, or citizens – and that use this understanding to drive decisions and actions – are on the path to becoming Predictive Enterprises. This interactive session will explore the experiences and insights of these pioneers in the realm of business intelligence and analytics, with a focus on what it takes to become a predictive enterprise, best practices, and potential challenges. Rebecca Wettemann of Nucleus Research will lead a panel of experts in an engaging discussion about the changing view of customer data and analytics – and how we can drive our organisations towards the vision of the Predictive Enterprise.



Moderator and panel list:
Rebecca Wettemann
Vice President, Research
Nucleus Research



Panel list:
Alex Kormushoff
SVP WW Field Operations
SPSS Inc.



Panel list:
Hanno Lorenz
Principal
Waterstone Analytics LLC



Panel list:
Alastair White
Customer Strategy Director
Royal & SunAlliance



Panel list:
Federico Cesconi
Head of Analytical CRM
Cablecom GmbH

2008 INSIGHT AWARD

Established in 2006 in EMEA, the SPSS Insight Award recognises the SPSS customer who has most effectively driven the widespread use of data to improve decision making through its use of SPSS technology. The programme was established to provide customers with a forum for recognition and as an opportunity for them to share their success with others.



In 2007, SPSS recognised Cablecom GmbH as the winner of the Insight Award.

The 2008 SPSS Insight Award will be presented during the closing reception on Wednesday, 14 May.

Breakout Session Descriptions

Speakers and sessions subject to change.

TRACK Marketing

Hear how today's leading organisations harness the power of knowledge about their customers to maximise the value they generate. Find out how CRM and marketing departments can benefit from predictive analytics to increase marketing productivity and efficiency, reduce costs and generate a higher return on investment.

M **CM** **Clementine**

Tuesday, 13 May 11:15 - 12:00

Room: Ypsilon IV-V

Up- and cross-sell with the right offer for each customer

Ola Gustafsson

Customer data analyst

Länsförsäkringar AB

Sweden

Länsförsäkringar Alliance is the market leader in non-life insurance in Sweden, with a market share of 29 percent. The 24 regional companies service more than three million customers and co-operate through Länsförsäkringar AB. The main business challenge for the organisation is to cross- and up-sell bank and life insurance services to non-life customers. Enter predictive analytics.

With analytics, Länsförsäkringar now uses historical data to build predictive models for customer acquisition, cross-selling and churn. In this session, they will explain how implementing analytics produced a dramatic increase in campaign selection productivity that led to a response rate of nine percent for a car insurance telemarketing campaign. Previously, national campaigns with several products were, at best, produced twice a year. Now, the output level is five campaign selections every day.

Come to this session to hear how Länsförsäkringar now considers predictive models to be useful knowledge assets founded on real business experience: how the models are also used for outbound telemarketing campaigns that yield good response rates; and how the organisation is starting work on new campaigns such as churn prevention.

As a result of implementing analytics, Länsförsäkringar Alliance estimates that it receives over 800.000 inbound calls in a year, and using predictive models it is able to calculate daily best-offers for each individual customer – and present them for staff to act upon.

M **CM** **A&R** **Clementine, Text Mining**

for Clementine, Dimensions

Tuesday, 13 May 13:30 - 14:15

Room: Ypsilon I-III

The Predictive Enterprise at work: revealing the causes of dissatisfaction through analytics

Simon Dudley

Customer Analytics Manager

Royal & SunAlliance

UK

Royal & SunAlliance is one of the world's leading insurance companies, writing business in over 130 countries and providing general insurance products to over 20 million customers worldwide.

This presentation will discuss how Royal & SunAlliance and SPSS have formed a partnership to understand better the interactions that take place across their sales, service and claims call centres, and how this insight drives operational change to enhance customers' overall experiences.

This real-world example of the Predictive Enterprise at work will describe the benefits that have been realised in the areas of increased customer satisfaction; improved customer retention; and optimised operational processes through understanding the root causes of customer dissatisfaction – why people phone call centres and how many calls they make before the issue is resolved.

The session will also include practical advice on how to approach this type of analysis: the challenges to expect and the lessons to be learned.

M **CM** **SPSS, Clementine**

Tuesday, 13 May 13:30 - 14:15

Room: Delta/Sigma

Using data mining for more effective marketing

Christos Matsoukas

Head of Business Intelligence

EFG Eurolife

Greece

Eurolife, one of the largest insurance groups in Greece, proudly states that its aim is to provide its customers with comprehensive insurance through modern, understandable products. Recognising that each customer is unique and has distinctive needs, it offers a range of specialised but integrated solutions to suit individual cases.

Consequently, its first and most important requirement is to have a better view of its customers, allowing it to understand their needs and to devise more specifically targeted marketing campaigns.

In this session, Eurolife will describe how they use data mining to find common characteristics and behavioural patterns among its customers and generate customer-centric segmentations and loyalty propensity models for cross- and up-selling campaigns.

They will further explain how they use multi-attribute segmentation to find products that are related to customers' existing portfolios, and then find the right time to offer them. You will also hear how Eurolife has achieved considerable success with its methods, which have increased positive responses to health insurance marketing campaigns from two percent to 25 percent.

M **CM** **SPSS** **Text Mining for Clementine**

Tuesday, 13 May 15:00 - 15:45

Room: Omikron II

Text Mining for Clementine: overview and roadmap

Eric Martin

Product Marketing Manager

SPSS Inc.

France

This session is intended for users of Text Mining for Clementine – or anyone wishing

Track Key:

MR Market Research

A&R Analysis and Reporting

PS Public Sector

M Marketing

CM Customer Management

PP SPSS Partner Presentations

SPSS Looking Ahead with SPSS

R&LP Managing Risk and Loss Prevention

to learn more about how to leverage analytical or predictive applications to turn unstructured information into actionable knowledge.

You will hear how extracted concepts and categories can be combined with structured data and applied to create models to yield better and more focused decisions using Clementine's full suite of data mining tools. In addition, you will hear about automated translation and speech-to-text capabilities that can be added to Clementine to maximise the return on investment of any predictive application.

Among other topics, the sessions will discuss these new features in Text Mining for Clementine 12.0/12.0.1:

- n Enhanced support for verticalisation
 - New Template Editor
 - Updated libraries – Sentiment Analysis, CRM, Security Intelligence, Competitive Intelligence, Life Sciences (Genomics, MeSH®), IT
- n Enhanced multi-lingual capabilities
 - Support of Sentiment Analysis in five Languages (Dutch, German, English, French, Spanish)
 - More than 14 languages available through Language Weaver.

M **Text Mining for Clementine**

Tuesday, 13 May 15:00 - 15:45

Room: Athenaeum I-II

The real benefits of text mining

Rebecca Wettemann

Vice President, Research

Nucleus Research

USA

Olivier Jouve

Vice President, Corporate Development

SPSS Inc.

USA

Text mining can help companies leverage all the unstructured information they have about products, services, competitors, and customers to increase customers' satisfaction and loyalty. SPSS Text Mining leverages SPSS' data mining platform to enable companies rapidly to analyse unstructured information for better decision making.

Come along to this presentation to learn about innovations in the field of text mining. You will also hear, directly from an industry analyst, a view of the market and suggested best practices, use cases and returns achieved by SPSS customers.

M **CM** **Clementine**

Tuesday, 13 May 15:00 - 15:45

Room: Ypsilon IV-V

Making a profit from customers' calls – sell in real time

Omar Rois Merino

Customer Analysis Manager

Angelica Dominguez

Customer Analysis

DIGITAL+

Spain

Digital + is the leading pay-per-view television provider in Spain. It reaches 2,050,000 homes, giving it a total of some six million customers.

The challenge for Digital + was to improve profits by increasing the customer retention rate and the customer loyalty rate. In addition, they wanted to acquire new customers and provide better customer satisfaction through enhanced call centre operations.

To achieve this, Digital + has used SPSS to implement customer pop-up cards for its call centre agents to use as an information, segmentation and sales tool.

Come to this session to hear how these cards help call centre agents by giving them a picture of each customer, and work as a segmentation tool that makes it possible to customise the interactions and have one-to-one conversations.

You can also discover how, powered by SPSS Predictive Analytics, these cards provide information such as the length of the contract and the product package, and a wide variety of other data to inform and enrich the relationship between Digital + and its customers.

You will also hear that, after a two-month pilot programme, predictive call centre operations produced a 20 percent increase in the retention rate.

M **CM** **Clementine,**

SPSS Predictive Enterprise Services

Tuesday, 13 May 16:00 - 16:45

Room: Omikron II

Building complete understanding of customers through data integration

Dag P. Svendsen

Analyst – Data Mining/Statistical Modelling

Komplett

Norway

Komplett is a leading European e-commerce player operating in 10 countries selling computer components, PCs, home electronics and related equipment to end-users and resellers. Komplett companies have close to 1,6 million registered customers.

During this session you can find out how, through data mining, Komplett.com is able to collect and integrate behavioural, attitudinal, and other data from several sources to get a complete understanding of its customers.

In particular, you will hear how Web usage data is integrated with customers' purchase histories, and then merged with socio-demographic and attitudinal variables from surveys.

The richness of the data resulting from this integration permits advanced predictive modelling in the development of, for example, marketing campaigns and micro-targeting. Komplett is also using modelling to make product recommendations for visitors to its Web shops.

Breakout Session Descriptions

Speakers and sessions subject to change.

M **MR** **SPSS Server, Clementine**

Tuesday, 13 May 16:00 - 16:45

Room: Athenaeum I-II

From insight to action with operational data – avoiding Pyrrhic marketing victories

Morgan Sandstrom
Senior Consultant

Bo Bäckman
Senior Consultant
SIFO Research International Sweden AB
Sweden

After years struggling with decreasing customer loyalty, marketers are finding that the cost of building and maintaining client relations has reached levels where sustainable profitability is threatened and their work tends to result in Pyrrhic victories.

In this paper, SIFO will describe a different approach based on fusing Target Group Index data with customer databases to support various marketing strategies, customer retention and cross/up selling campaigns. This makes it possible to use values, interests, activities as predictive factors.

In addition, when customer satisfaction studies are fused it is possible to direct messages selectively toward satisfied, loyal and profitable customers.

The focus of the presentation will be not so much on the fusion techniques used, but on how critical operational information can be identified, and how internal and external data contribute to evaluating and handling client relations, directing marketing activities and maintaining a profitable return on marketing.

M **CM** **PS** **Clementine**

Tuesday, 13 May 16:00 - 16:45

Room: VIP Lounge

Data mining – what it really is and what it can do for your organisation

Richard Hren, PhD
Director, Product Marketing
SPSS Inc.
USA

'Data mining' is a frequently used yet often misunderstood technical term, and in this session you will learn the 'true' meaning of data mining: what it is – and isn't; what it does – and doesn't do; and how it can integrate and inform the day-to-day decision processes of many organisations.

As importantly, after this session you will be able to appreciate the incredible value that predictive analytics delivers to an organisation – how the use of analytics drives better decisions to provide rapid and significant returns.

In fact, the ability to deliver impressive return-on-investment figures is the critical proof of the rationale for deploying predictive analytics and becoming a true Predictive Enterprise.

M **CM** **A&R** **Clementine**

Wednesday, 14 May 09:00 - 09:45

Room: Omikron II

Constructing a robust definition for churn modelling high-value customers

Sarah Gray
Customer Insight Manager

Panyiotis Georgiou
Customer Insight Analyst

Tesco Mobile
UK

As offerings amongst competitors become increasingly rich, operators in the UK telecom industry are continuously faced with the issue of customers churning – defecting to other suppliers. The challenge for Tesco Mobile was to build a model to identify those high-value customers with a high propensity to churn.

At this session, you can learn how Tesco Mobile built the churn propensity model, how predictive analytics was used proactively to define an approach to retaining high value customers, and how this has been deployed in targeted marketing campaigns.

The presentation will demonstrate how an iterative procedure was used to arrive at the modelling definition, and how this was a key to the model's success. It will also share practical tips and tricks based on the project.

Tesco Mobile's predictive model delivered the capability to apply retention strategies towards customers with a high propensity to churn, and to vary the strategies according to the customer's value. The intelligent application of predictive modelling has helped Tesco Mobile to control churn and enhance the returns from its retention programmes.

M **CM** **PredictiveMarketing**

Wednesday, 14 May 09:00 - 09:45

Room: Ypsilon I-III

How a creative approach to data leads to a better customer contact strategy

Frank van der Spek
Information Manager
AD NieuwsMedia BV
The Netherlands

Didier Nieuwenhuis
Client Value Consultant
Client Value Lab
The Netherlands

Find out how the Netherlands' second largest national newspaper, with a daily readership of more than 1.6 million people, uses SPSS to provide better services to its customers and to identify target groups more effectively.

This session will outline how analytics enable AD NieuwsMedia to sell additional subscriptions to specific groups within its existing customer base by approaching them with a targeted proposal at the right time and through the correct channel.

You will also hear about a creative approach to using a customer database to create a

Track Key:

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PP SPSS Partner Presentations

SPSS Looking Ahead with SPSS

R&LP Managing Risk and Loss Prevention

better contact strategy, and how to develop an analytical and operational environment to put this strategy into operation. For AD NieuwsMedia, this led to a 23 percent saving on its first telemarketing campaign after implementing analytics.

M **SPSS Predictive Enterprise Services**

Wednesday, 14 May 09:00 - 09:45

Room: Ypsilon IV-V

Deploying analytics: combining predictive models, business rules, and optimisation techniques

Sarah Dunworth
Product Marketing Manager
SPSS Inc.
UK

In this presentation, you'll see how predictive models, business rules, and optimisation techniques can be used within marketing departments to drive better targeting of both inbound and outbound campaigns, and within insurance claims handling departments to target fraudulent activity.

This session will also address how to deploy models in an operational environment, including considerations such as automating the model evaluation and refresh processes to ensure the most accurate results.

M **MR** **Dimensions**

Wednesday, 14 May 10:00 - 10:45

Room: Ypsilon I-III

Beyond print: defining a new audience in the Internet age

Rachel Cassidy
Senior Insight Executive

Jo Green
Insight Executive
Associated Newspapers Ltd
UK

The fall in newspaper circulation and the growth of online news platforms present both challenges and opportunities to traditional print brands. In this session, you will find out how Associated Newspapers Ltd (ANL) is responding by using analytics to define a key segment of readers – the MidBritons.

These super-consumers are Britain's economic engine room, with the power to make or break brands. The presentation will explain how Associated Newspapers' Strategic Insight team, in conjunction with BMRB – one of the UK's leading market research agencies – has developed a method to bring the MidBritons to life and ensure that the company is constantly up to date with the segment's attitudes and behaviours.

Find out how ANL are going beyond structured surveys by combining sources such as online panels with blogs, scrapbooks and shared photos to deliver insights into a genuine community. ANL will also talk about research that is changing the way one of the UK's largest media organisations understands and sells to its audience, and delivers strategic feedback to the business.

M **CM** **Clementine, PredictiveMarketing**

Wednesday, 14 May 10:00 - 10:45

Room: VIP Lounge

Promoting the third generation: optimising telco campaigns with analytics

Silvia Codogno
Marketing CB Manager
3 Italia

Enrico Cosio
Senior Manager
Deloitte Consulting
Italy

With more than eight million customers, H3G is the most important UMTS mobile phone operator in Italy. The company carries out more than 30 up- and/or cross-sell campaigns each month, and has now invested in predictive analytics to improve its marketing performance.

Come to this session to hear how H3G adopted a two-step approach, first introducing predictive models to achieve better targeting for single campaigns, and then using SPSS PredictiveMarketing to optimise campaigns to improve contact rates, maximise redemption rates and reduce 'noise'.

M **SPSS Server, Clementine**

Wednesday, 14 May 13:30 - 14:15

Room: Ypsilon I-IV

Campaign prioritisation at Commerzbank AG

Heiko Guthenke
Head of Customer and Business Analysis
Commerzbank AG
Germany

Commerzbank AG runs more than 350 campaigns per year on a customer base of more than four million retail customers. In the current market environment, this results in the same customers being targeted by campaigns featuring different products. Commerzbank has tackled this problem by introducing a new analytical process called 'Cross-Product Campaign Optimisation'.

In this session, you can find out about Cross Campaign Prioritisation – from the basics to a full scale analytical approach to tackling this problem – and hear about the technical and organisational prerequisites for optimally exploiting and leveraging existing potentials. The session will also outline an approach towards using a campaign environment for longterm business planning.

M **Clementine**

Wednesday, 14 May 13:30 - 14:15

Room: Omikron II

How to talk to your boss about data mining

Richard Hren, PhD
Director, Product Marketing
SPSS Inc.
USA

Many organisations fail to use the power of predictive analytics to its full extent. Often, this is due to senior managements' lack of understanding of the real value of predictive technologies.

In this session, you will be able to find out the best ways to communicate the benefits and value of predictive analytics to senior management and other potential consumers of analysis within your organisations.

Breakout Session Descriptions

Speakers and sessions subject to change.

By demystifying data mining, you can:

- n Become an advocate for predictive analytics
- n Become better able to convey the results of analytic work
- n Extend the analytic footprint within your organisation
- n Increase the likelihood of expanded investment in your teams
- n Make more powerful impact on your organisation's effectiveness.

By driving the increased use of data in your company's decision-making processes, you will influence the effectiveness and efficiency of multiple decision points and deliver the return on investment that is expected from analytical deployment.

M **CM** **SPSS, SPSS Server, Clementine,**

SPSS Predictive Enterprise Services

Wednesday, 14 May 13:30 - 14:15

Room: Ypsilon I-III

Churn prediction and targeted offers in a highly competitive market

Nebahat Dönmez

Head of Customer Insights

Vodafone Netherlands

The Netherlands

The Netherlands is a highly saturated telecommunications market where there is a great deal of competition, including many mobile virtual network operators. In such an environment, post-pay customers can easily change providers at any time, and the decision is usually based on the handset without consideration for the brand.

As one of the main providers in this market, Vodafone Netherlands faces a number of challenges:

- n To identify the subscribers with a propensity to churn
- n To understand the reasons for churn
- n To decrease the churn rate by developing targeted retention activities while controlling the retention budget with tailor-made handset or other (non-handset) offers.

At this session, you can learn how Vodafone Netherlands' Customer Insights Department uses SPSS technology to produce eight different monthly churn scores for two different post-pay value segments, and how, with these models, churn decreased from between 10 to 25 percent.

This presentation also addresses the approach the company took to building the predictive models, including a definition of churn and the collection and derivation of more than 2,000 variables. The session will also discuss the use of models within the 'big picture' by focusing on the example of a specific Christmas campaign.

M **A&R** **SPSS, SPSS Server, Clementine**

Wednesday, 14 May 14:30 - 15:15

Room: VIP Lounge

Torturing your data: an analytical CRM success story

Andreas Kokkinos

Head Business Intelligence

Marfin Laiki Bank

Cyprus

Marfin Laiki Bank (Laiki) is the second largest bank on the island of Cyprus, and is growing rapidly throughout parts of Europe and Australia. However, rapid expansion in other countries caused the bank to lose focus on its core business in Cyprus, resulting in a slowdown in the growth of market share for credit cards.

After identifying the problem, Laiki launched a major effort to reach out to its customers. Using predictive analytics allied to data analysis methods, it examined areas such as churn prediction, value segmentation and campaign development.

At this session, you will find out how this joint effort by the Cards, Marketing and Business Intelligence departments not only stopped the slowdown but turned it around: for the first time in its history, the bank's rate of market share growth in credit cards is significantly higher than that of the market as a whole.

The session will explain how this success was due to concentrating on basic marketing and CRM, and once more becoming familiar with the customers.

In this presentation, you will hear about the processes and the functionality of the tools that were used, and how predictive analytics technology made the project much easier.

Finally, Liaki will talk about the moral of its success story – "If you torture the data long enough, it will confess" – and how this approach is now being applied to all other major banking areas with quite impressive results.

M **SPSS** **Clementine**

Wednesday, 14 May 14:30 - 15:15

Room: Ypsilon IV-V

Clementine 12.0 – data mining for predictive analytics

Tom Khabaza

Director of Product Marketing for Data Mining

SPSS Inc.

UK

Join us at this session to learn all about Clementine, SPSS' leading data mining workbench. You'll hear how Clementine delivers maximum productivity for analysts by offering a comprehensive range of capabilities, which are integrated through a visual workflow interface and support the entire data mining process.

We'll also cover:

- n What is data mining and how does it fit with predictive analytics?
- n How Clementine can be both a desktop tool and the core of a Predictive Enterprise
- n New features in Clementine 12.0
- n A look-ahead to the direction of future Clementine development.

Track Key:

MR Market Research

A&R Analysis and Reporting

PS Public Sector

M Marketing

CM Customer Management

PP SPSS Partner Presentations

SPSS Looking Ahead with SPSS

R&LP Managing Risk and Loss Prevention

TRACK Public Sector

Anyone working in a government agency or an academic institution will want to attend these sessions. Explore how other organisations benefit from predictive analytics solutions for statistical analysis, data and text mining, programme feedback management and many other purposes.

PS **R&LP** **Clementine**

Tuesday, 13 May 11:15 - 12:00

Room: Omikron I

An improved risk management framework for tax collection

Lyne Sincennes

Director

Canada Revenue Agency

Canada

With personal income tax accounting for 47 percent of total budgetary revenues, efficient tax collection is crucial to support the Canadian government's spending plans. Playing an important role in the process is the Canada Revenue Agency's (CRA) Debt Management Branch, which is responsible for ensuring compliance with filing and reporting laws within a self-assessment tax system.

Come along to this session to hear how the CRA used SPSS' Clementine workbench, to develop risk models to:

- n Identify those non-compliant taxpayers who are likely to respond positively to appropriate enforcement actions
- n Predict the likelihood of a taxpayer voluntarily resolving a tax debt
- n Predict the probability that a collections officer will need to take enforcement action to resolve a debt
- n Predict the likelihood of success of automated or call centre responses to debt issues.

In addition, CRA will show you how they used SPSS models to identify and claim \$7 million in new revenues from previously written-off, non-compliant taxpayers in a pilot project. Once in full production, the CRA expects to generate \$180 million of additional revenue.

PS **A&R** **Clementine, Text Mining for**

Clementine

Tuesday, 13 May 11:15 - 12:00

Room: Omikron II

Mining Dutch history: researching public debate in the nineteenth century

Dr José de Kruij

Researcher

Utrecht University Research Institute for History

The Netherlands

The presentation discusses research into the role of pamphlet and newspaper texts in the Netherlands during the 19th Century, a period of transition in the Dutch media landscape.

Many textual sources traditionally used by historians are becoming available in electronic form, opening new possibilities for the use of OCR and text mining to examine large quantities of printed materials. The paper will describe how pamphlets and newspapers covering important public issues were scanned and, through OCR techniques, converted into electronic texts.

Then, using text mining, the Research Institute compared texts for common occurrences of rhetorical devices, terminology, references to persons, institutions, events and arguments.

Text mining was also used to compare the results with metadata such as the medium, authorship and genre of the publications.

The session will describe how this method results in a much clearer image of how the media worked in the 19th Century, and how it offers more concise answers to the questions of what messages were being conveyed, who they were meant for and how they were being communicated.

You will also hear how the research completed – and partly replaced – fragmented impressions of nineteenth-century press culture in the Netherlands, especially during a period of passionate dispute between the Government and Protestant and Roman Catholic citizens.

PS **R&LP** **SPSS, SPSS Server, Clementine**

Tuesday, 13 May 15:00 - 15:45

Room: VIP Lounge

Data mining catches fraudulent patient sharing schemes

Marcee Sturino

Director, Data Informatics

TrustSolutions LLC

USA

TrustSolutions LLC is a Program Safeguard Contractor for the United States Department of Health and Human Services' Centers for Medicare and Medicaid Services. It works with the U.S. federal government to detect and prevent fraud, waste and abuse in one of the country's major health-care programs.

One particular issue that TrustSolutions was called upon to investigate was an allegation that health care facilities were sharing patients among themselves – and collecting fraudulent payments for each case.

In this session, TrustSolutions will describe how they used statistics to extract and format patient and claims data, and applied data mining to find and validate instances of fraud. As result, they will disclose, there were several referrals to law enforcement agencies in relation to potential overpayments exceeding US \$14 million.

PS **A&R** **SPSS, Clementine, Dimensions,**

SPSS Text Analysis for Surveys

Tuesday, 13 May 16:00 - 16:45

Room: Ypsilon I-III

Using analytics to develop stronger and safer communities

Keith Bentley

Chief Superintendent (Retired)

Greater Manchester Police

UK

In the UK, responsibility for delivering crime reduction and public safety initiatives, at both strategic and tactical levels, falls to the police and to local authority personnel. In Oldham, a town near Manchester, the local government authority and the police formed a strategic partnership with SPSS to integrate data collection with traditional surveys and analysis methods to help deploy community safety platforms.

Breakout Session Descriptions

Speakers and sessions subject to change.

Anyone concerned with establishing and maintaining safe and secure communities will be interested to hear how Oldham Police used these analytical methods to embed crime reduction and public safety improvements within local communities through 'Local Area Agreements' that provide a road map for sustainable improvements in public safety and securing government support.

While SPSS Base and Dimensions were the primary tools for this exercise, the session will also discuss concepts for linking SPSS Clementine into an intelligence model that may be helpful to police operations.

PS A&R MR SPSS

Tuesday, 13 May 16:00 - 16:45

Room: Omikron I

Improving social welfare policy-making with SPSS reporting

Carlo Vreugde
Analyst Co-ordinator

SGBO

The Netherlands

Anyone who uses SPSS Base to analyse data and then outputs the results to Microsoft® Word will find this presentation particularly informative.

SGBO is a research and consulting agency specialising in local government issues (formerly, it was the research arm of the association of Dutch municipal governments). Following the introduction of a new law that makes local government agencies responsible for a wide range of social services, SGBO was commissioned to produce benchmark reports for more than 150 municipalities.

To achieve this efficiently, SGBO used SPSS syntax to export hundreds of different analytical results to Word documents, not as blocks of text but automatically placing text, tables and graphs in the placeholders and bookmarks set up in Word.

SGBO will go on to describe how automated reporting has improved the effectiveness and cost-efficiency of local government, enabling municipalities to minimise local taxes.

M PS CM Clementine

Tuesday, 13 May 16:00 - 16:45

Room: VIP Lounge

Data mining – what it really is and what it can do for your organisation

Richard Hren, PhD
Director, Product Marketing

SPSS Inc.

USA

'Data mining' is a frequently used yet often misunderstood technical term, and in this session you will learn the 'true' meaning of data mining: what it is – and isn't; what it does – and doesn't do; and how it can integrate and inform the day-to-day decision processes of many organisations.

As importantly, after this session you will be able to appreciate the incredible value that predictive analytics delivers to an organisation – how the use of analytics drives better decisions to provide rapid and significant returns. In fact, the ability to deliver impressive return-on-investment figures is the critical proof of the rationale for deploying predictive analytics and becoming a true Predictive Enterprise.

PS R&LP Clementine

Wednesday, 14 May 09:00 - 09:45

Room: VIP Lounge

Using data mining to target defaulters and increase tax payments

Véronique Vandamme
Data Warehouse Manager

Elly Goossens
Business analyst

FOD Financiën

Belgium

According to the American inventor and statesman Benjamin Franklin, "In this world nothing can be said to be certain, except death and taxes". Not everyone believes him, however, and some people will try hard to avoid or default on their tax obligations. But thanks to analytics, avoiders and defaulters in Belgium are finding it very difficult to escape.

The Minister of Finance instructed the Federal Public Service Finance (FPSF) to recover €75 million in unpaid taxes, and as part of the plan to achieve this, the organisation is building a warehouse of information about people who don't pay their taxes.

Don't miss this session, where you will hear how statistics are used to increase tax revenues by analysing a combination of internal and external sources.

You will also hear how the expertise of FPSF's analysts is being distributed in a format that can be used throughout the organisation.

The FPSF will also confirm results that exceeded expectations, with €4 million recovered in the first phase of trials and a further €2,7 million in the second. Perhaps Ben Franklin was right after all.

PS A&R Clementine,

SPSS Predictive Enterprise Services

Wednesday, 14 May 10:00 - 10:45

Room: Ypsilon IV-V

Faster, more flexible development of statistical processes with SPSS

Dr Helma Schapendonk-Maas
Statistical Researcher

Statistics Netherlands

The Netherlands

Like many official statistical agencies, Statistics Netherlands (SN) is facing a continuously changing environment: new, often large data sources appear, and existing ones change.

To cope with the dynamic processes required, and with changing business rules, the organisation needs tools that can be adapted for new types of data exploration and facilitate easy development.

As a result, SN used Clementine and SPSS Predictive Enterprise Services to develop new statistical processes, with the aim of achieving faster development times, more development flexibility and a more uniform process environment.

Track Key:

MR Market Research

A&R Analysis and Reporting

PS Public Sector

M Marketing

CM Customer Management

PP SPSS Partner Presentations

SPSS Looking Ahead with SPSS

R&LP Managing Risk and Loss Prevention

At this presentation you can hear how, using data mining, new processes were developed for demographical statistics that were not as dependent on support from IT experts and could easily be maintained by statisticians, and how Clementine proved very suitable for transforming large datasets with relatively few variables.

In addition, SN will describe how SPSS Predictive Enterprise Services ensures reproducible and traceable results, including version control and audit trails; how it supports iterative development using Clementine on the actual statistical data; and also how it provides a generic tool for maintaining and using statistical rules.

As a result, Statistics Netherlands developed, tested and put in production multiple streams for many different statistical products while meeting the planned development schedule. Building similar processes using standard development methods and tools would have taken two to three times longer.

TRACK Managing Risk and Loss Prevention

Every year, businesses and government agencies lose hundreds of millions as a result of fraudulent activities. Businesses also wrestle with the challenges and potential revenue losses associated with bringing on high-risk customers. Identifying risk and preventing losses are critically important to both private and public sector organisations, and in this track you can find out how SPSS' customers tackled these problems and minimised their exposure to risk and loss.

R&LP PS Clementine

Tuesday, 13 May 11:15 - 12:00

Room: Omikron I

An improved risk management framework for tax collection

Lyne Sincennes
Director

Canada Revenue Agency
Canada

With personal income tax accounting for 47 percent of total budgetary revenues, efficient tax collection is crucial to support the Canadian government's spending plans. Playing an important role in the process is the Canada Revenue Agency's (CRA) Debt Management Branch, which is responsible for ensuring compliance with filing and reporting laws within a self-assessment tax system.

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R&LP A&R Clementine, Text Mining for

Clementine

Tuesday, 13 May 13:30 - 14:15

Room: Omikron I

Credit scoring in real time: reducing risk with text mining

Piero Biagi
General Director

Nolé SpA

Italy

Nolé SpA, controlled by Banca Agrileasing, is one of the leading Italian companies in the growing field of hiring innovative, all-inclusive value-added equipment solutions. Its clients include business and professional customers in the telecommunication, information technology, copying and digital printing, medical and banking sectors. Nolé operates in partnership with a group of vendors who supply the equipment offered for rental.

In particular, Nolé is the market leader in 'small ticket' rentals or leasing operations valued up to €25,000.

One of the biggest challenges facing rental businesses is assessing client credit risk, and in this session Nolé will describe how it used data mining technology to build an efficient real-time credit scoring system, and how the addition of text mining provided better predictions. They will also present results – a 55 percent increase in new business with no additional staff, and early defaults reduced from 3,6 percent to 1,5 percent – that demonstrate the effectiveness of their approach.

Breakout Session Descriptions

Speakers and sessions subject to change.

R&LP PS SPSS, SPSS Server, Clementine

Tuesday, 13 May 15:00 - 15:45

Room: VIP Lounge

Data mining catches fraudulent patient sharing schemes

Marcee Sturino

Director, Data Informatics

TrustSolutions LLC

USA

TrustSolutions LLC is a Program Safeguard Contractor for the United States Department of Health and Human Services' Centers for Medicare and Medicaid Services. It works with the U.S. federal government to detect and prevent fraud, waste and abuse in one of the country's major health-care programs.

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R&LP A&R SPSS, SPSS Server, Clementine

Wednesday, 14 May 09:00 - 09:45

Room: Delta/Sigma

Using SPSS to validate Basel II requirements

Giacomo Petrini

Head of Models and Process Validation Services

UBI Banca

Italy

Under the first pillar of the Basel II Accords (International Convergence of Capital Measurement and Capital Standards), banks are required to assess how much capital they need as a safeguard against various types of financial and operational risk – including credit risk.

Banks must also establish an independent internal team to validate the methods used to perform the risk assessment – a very complex and time-consuming process.

In this session, you can hear how UBI Banca, a regional Italian bank with total assets of €119 billion, used statistics and data mining to simplify and speed up validation of its implementation of the Internal Ratings-Based approach to assessing credit risk.

The presentation will focus on UBI Banca's use of predictive analytics to validate internal estimates for credit risk and to verify the IT architecture of the internal rating system, making it easier to register the validation process with Bank of Italy in a relatively short time.

R&LP PS Clementine

Wednesday, 14 May 09:00 - 09:45

Room: VIP Lounge

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Véronique Vandamme

Data Warehouse Manager

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R&LP CM SPSS Server, Clementine

Wednesday, 14 May 14:30 - 15:15

Room: Delta/Sigma

Switching to automatic: how to assess credit risk in under five seconds

Edgars Peics

CRM IT Development Manager

Hansabank

Latvia

Latvia's Hansabank Group, one of the region's leading financial institutions, is preparing to transform its credit and pricing decision-making processes, moving from a manual procedure that takes 15 minutes to a fully automated, real-time system capable of arriving at a conclusion in between one and five seconds. The new system will comply fully with the Basel II requirements for ensuring that sufficient capital is reserved to cover possible credit defaults.

This session will explain how Hansabank used SPSS Clementine to create dozens of risk monitoring and assessment models, which were then submitted to the national financial supervisory board for approval. When deployed, the models will produce credit risk scores in real time for 150,000 customers every month.

Other topics include how Hansabank met the challenge of aligning business and IT objectives; the lessons learned and the tools and practices that worked; and the bank's vision for using modelling techniques to create business value.

Track Key:

MR Market Research

A&R Analysis and Reporting

PS Public Sector

M Marketing

CM Customer Management

PP SPSS Partner Presentations

SPSS Looking Ahead with SPSS

R&LP Managing Risk and Loss Prevention

TRACK Customer Management

Don't miss these sessions to learn more about how to profile customers, define customer segments and perform basket analysis to uncover buying patterns. Included in this track are sessions that show how organisations can combine these results with demographic data to determine the most effective cross-sell or up-sell offers. See how businesses prevent churn, increase retention and become more successful.

CM M Clementine

Tuesday, 13 May 11:15 - 12:00

Room: Ypsilon IV-V

Up- and cross-sell with the right offer for each customer

Ola Gustafsson

Customer data analyst

Länsförsäkringar AB

Sweden

Länsförsäkringar Alliance is the market leader in non-life insurance in Sweden, with a market share of 29 percent. The 24 regional companies service more than three million customers and co-operate through Länsförsäkringar AB. The main business challenge for the organisation is to cross- and up-sell bank and life insurance services to non-life customers. Enter predictive analytics.

With analytics, Länsförsäkringar now uses historical data to build predictive models for customer acquisition, cross-selling and churn. In this session, they will explain how implementing analytics produced a dramatic increase in campaign selection productivity that led to a response rate of nine percent for a car insurance telemarketing campaign.

Previously, national campaigns with several products were, at best, produced twice a year. Now, the output level is five campaign selections every day.

Come to this session to hear how Länsförsäkringar now considers predictive models to be useful knowledge assets founded on real business experience; how the models are also used for outbound telemarketing campaigns that yield good

response rates; and how the organisation is starting work on new campaigns such as churn prevention.

As a result of implementing analytics, Länsförsäkringar Alliance estimates that it receives over 800,000 inbound calls in a year, and using predictive models it is able to calculate daily best-offers for each individual customer – and present them for staff to act upon.

CM SPSS Predictive Enterprise Services

Tuesday, 13 May 11:15 am - 12:00 pm

Room: Delta/Sigma

The Predictive Enterprise: driving profitable growth

Kris Neitz

Vice President, Enterprise Solutions

Stephen Cole

Vice President, Solutions Marketing

SPSS Inc.

USA

Organisations face tough challenges in trying to grow their businesses. They need to acquire more customers less expensively, increase customer and employee value, retain profitable customers, minimise the risk associated with transactions, and identify fraud and maximise operational efficiency.

If you attend this session you will understand why successful organisations use predictive analytics as a key capability to drive profitable growth and attain greater efficiencies across the enterprise.

For example, you can learn how to:

- Better understand your customers, employees or constituents by engaging in an on-going dialogue, capturing key information and combining those insights with existing data
- Apply advanced analytics to gain deeper insights and predict future behaviour and preferences
- Efficiently deploy the results of analysis and dramatically improve business processes across your operations.

A true Predictive Enterprise maximises the value of all its data assets, and applies analytics effectively across all parts of its

business – even tuning its organisational structure to reflect the importance of evidence-based decision making.

In this session, you will learn how devising a roadmap for the adoption of predictive analytics ensures an early return on the investment and leads to your ultimate goal: reshaping and optimising your operational processes across all areas of your business.

CM A&R Dimensions

Tuesday, 13 May 11:15 - 12:00

Room: Ypsilon I-III

Wednesday, 14 May 14:30 - 15:15

Room: Omikron II

Going beyond market research

René A. Scherer

Head of IT Survey Competence Centre

Credit Suisse

Switzerland

Credit Suisse Group is a leading global financial services company headquartered in Zurich. As an integrated bank, Credit Suisse provides its clients with investment banking, private banking and asset management services worldwide.

The company's IT Survey Competence Center is a full-service provider for Enterprise Feedback Management (EFM) across Credit Suisse's customers and employees. It started in the year 2000 with paper surveys, and is now using Dimensions to develop up to 100 different projects per year.

The surveys are primarily performed for internal customer groups (IT, HR, Banking, Finance etc), but the centre also works as a contractor for the bank's Market Research team, targeting external customers.

The portfolio includes regular surveys on IT customer satisfaction, IT project satisfaction and support centre surveys; ad hoc surveys about products, services and processes; and HR topics (eg mood barometers).

Come to this session to find about the benefits of using Dimensions outside the usual context of market research to conduct real EFM within a large organisation.

Breakout Session Descriptions

Speakers and sessions subject to change.

CM M **SPSS, Clementine**

Tuesday, 13 May 13:30 - 14:15

Room: Delta/Sigma

Using data mining for more effective marketing

Christos Matsoukas

Head of Business Intelligence

EFG Eurolife

Greece

Eurolife, one of the largest insurance groups in Greece, proudly states that its aim is to provide its customers with comprehensive insurance through modern, understandable products. Recognising that each customer is unique and has distinctive needs, it offers a range of specialised but integrated solutions to suit individual cases.

Consequently, its first and most important requirement is to have a better view of its customers, allowing it to understand their needs and to devise more specifically targeted marketing campaigns.

In this session, Eurolife will describe how they use data mining to find common characteristics and behavioural patterns among its customers and generate customer-centric segmentations and loyalty propensity models for cross- and up-selling campaigns.

They will further explain how they use multi-attribute segmentation to find products that are related to customers' existing portfolios, and then find the right time to offer them.

You will also hear how Eurolife has achieved considerable success with its methods, which have increased positive responses to health insurance marketing campaigns from two percent to 25 percent.

CM M A&R **Dimensions, Clementine,**

Text Mining for Clementine

Tuesday, 13 May 13:30 - 14:15

Room: Ypsilon I-III

The Predictive Enterprise at work: revealing the causes of dissatisfaction through analytics

Simon Dudley

Customer Analytics Manager

Royal & SunAlliance

UK

Royal & SunAlliance is one of the world's leading insurance companies, writing business in over 130 countries and providing general insurance products to over 20 million customers worldwide.

This presentation will discuss how Royal & SunAlliance and SPSS have formed a partnership to understand better the interactions that take place across their sales, service and claims call centres, and how this insight drives operational change to enhance customers' overall experiences.

This real-world example of the Predictive Enterprise at work will describe the benefits that have been realised in the areas of increased customer satisfaction; improved customer retention; and optimised operational processes through understanding the root causes of customer dissatisfaction – why people phone call centres and how many calls they make before the issue is resolved.

The session will also include practical advice on how to approach this type of analysis: the challenges to expect and the lessons to be learned.

CM SPSS **SPSS Predictive Enterprise Services**

Tuesday, 13 May 13:30 - 14:15

Room: Omikron II

The Analytical Revolution: reaping the benefits of a predictive analytics infrastructure

Kathy Konkol

Product Marketing Manager

Colin Shearer

Senior Vice President, Marketing Strategy

SPSS Inc.

UK

More and more organisations are turning to predictive analytics to solve their business problems. While point solutions can deliver significant returns, the most visionary companies are going to the next level by adopting a predictive analytics infrastructure: a key step to becoming a Predictive Enterprise.

Attend this session to learn how to take your organisation beyond ad hoc analysis by:

- n Delivering better results more quickly with a predictive analytics infrastructure
- n Adopting a standard platform to share best practices, experiences, common analytical components, analytical data views and processes across applications and business areas
- n Developing repeatable, scalable processes
- n Monitoring your deployment of analytics across the organisation
- n Combining the SPSS Predictive Enterprise Services platform with your existing analytical tools to form the core of your predictive analytics environment.

Track Key:

MR Market Research

A&R Analysis and Reporting

PS Public Sector

M Marketing

CM Customer Management

PP SPSS Partner Presentations

SPSS Looking Ahead with SPSS

R&LP Managing Risk and Loss Prevention

CM M **Clementine**

Tuesday, 13 May 15:00 - 15:45

Room: Ypsilon IV-V

Making a profit from customers' calls – sell in real time

Omar Rois Merino

Customer Analysis Manager

Angelica Dominguez

Customer Analysis

DIGITAL+

Spain

Digital + is the leading pay-per-view television provider in Spain. It reaches 2.050.000 homes, giving it a total of some six million customers.

The challenge for Digital + was to improve profits by increasing the customer retention rate and the customer loyalty rate. In addition, they wanted to acquire new customers and provide better customer satisfaction through enhanced call centre operations.

To achieve this, Digital + has used SPSS to implement customer pop-up cards for its call centre agents to use as an information, segmentation and sales tool.

Come to this session to hear how these cards help call centre agents by giving them a picture of each customer, and work as a segmentation tool that makes it possible to customise the interactions and have one-to-one conversations.

You can also discover how, powered by SPSS Predictive Analytics, these cards provide information such as the length of the contract and the product package, and a wide variety of other data to inform and enrich the relationship between Digital + and its customers. You will also hear that, after a two-month pilot programme, predictive call centre operations produced a 20 percent increase in the retention rate.

CM A&R **SPSS, Clementine,**

SPSS Predictive Enterprise Services

Tuesday, 13 May 15:00 - 15:45

Room: Ypsilon I-III

Managing unstable processes in automotive manufacturing

Hans Doermann-Osuna

Quality Management Specialist

BMW Group

Germany

In the automotive world, 'quality' and 'BMW' are one and the same. However, some automotive manufacturing processes, such as the casting of alloy engine blocks, are non-stable.

The process is complex and subject to disturbance by a number of factors that cannot be easily controlled, making it difficult to predict the quality of a casting until six to eight hours after being cast.

Consequently, every single casting must be inspected before it is passed, sent for rework, or scrapped. In addition, the non-stable nature of the process means that classical quality management procedures cannot be used.

At this session, you will find out how BMW used data mining to examine both process and final quality data to build an on-line scoring system for casting. As a result, the car maker was able to improve the overall process, stabilise and optimise scrap and rework levels, lower production time scales and significantly reduce production costs.

CM M SPSS **Text Mining for Clementine**

Tuesday, 13 May 15:00 - 15:45

Room: Omikron II

Text Mining for Clementine: overview and roadmap

Eric Martin

Product Marketing Manager

SPSS Inc.

France

This session is intended for users of Text Mining for Clementine – or anyone wishing to learn more about how to leverage analytical or predictive applications to turn unstructured information into actionable knowledge.

You will hear how extracted concepts and categories can be combined with structured data and applied to create models to yield better and more focused decisions using Clementine's full suite of data mining tools.

In addition, you will hear about automated translation and speech-to-text capabilities that can be added to Clementine to maximise the return on investment of any predictive application.

Among other topics, the sessions will discuss these new features in Text Mining for Clementine 12.0/12.0.1:

- n Enhanced support for verticalisation
 - New Template Editor
 - Updated libraries – Sentiment Analysis, CRM, Security Intelligence, Competitive Intelligence, Life Sciences (Genomics, MeSH®), IT
- n Enhanced multi-lingual capabilities
 - Support of Sentiment Analysis in five Languages (Dutch, German, English, French, Spanish)
 - More than 14 languages available through Language Weaver.