

Business Intelligence

University of Cincinnati, College of Business & LÚCRUM, Inc. *Symposium*

The New World of Technology

*Leverage Business Intelligence
for Customer Loyalty & Retention*



May 26, 2011



Business Intelligence Symposium

University of Cincinnati, College of Business & LUCRUM, Inc.

MAY 26TH, 2011
8:00AM – 1:00PM

Kingsgate Marriott Conference Center
151 Goodman Drive,
Cincinnati, Ohio 45219

SPEAKERS

Ted Sarosy, Vice President Customer Loyalty Insight/Relationships, The Kroger Co.

Vince Fehrenbach, Vice President, Kroger Client Team, dunnhumbyUSA

Damon Ragusa, President/CEO, ThinkVine

John Lucas, Director of Operations, Cincinnati Zoo & Botanical Garden

John Wagner, Human Behavioral Specialist, Wagner Seriously Funny



dunnhumbyUSA
essential customer genius

ThinkVine



The New World of Technology

Leverage Business Intelligence for Customer Loyalty & Retention

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Leveraging data by identifying what drives customer loyalty and engagement, companies can begin to develop best practices that will have a direct impact on customer retention and profits.

60% and 80% of defecting customers describe themselves as "satisfied" or "very satisfied". Just before they leave.

Business Week

Kroger and dunnhumbyUSA will be speaking about their joint partnership. They will share how they use customer insight to aid in building customer loyalty and retention.

Learn how to better support your brand by understanding your customers. **ThinkVine** will share their approach to helping large marketing organizations assess and attribute the ROI for all marketing dollars spent across various initiatives.

The Cincinnati Zoo started using Business Intelligence in 2010 to enhance their strategy of driving quantifiable business results. They are forecasting over \$350K in new revenue and 50,000 new visits in 2011. Their efforts are already providing positive business results to the zoo.

This event is for business executives and IT professionals that **use and need analytical data**. This BI Symposium provides a forum for **sharing ideas, stories, experiences and business cards**.



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AGENDA

7:30am – 8:00am **Registration and Continental Breakfast**

8:00am – 8:15am **Close the Gap - Help People Help You** – John Wagner, Human Behavioral Specialist, Wagner Seriously Funny
People like to help other people. The key to closing the gap and reaching your goals when you need other people is actually...YOU! Come prepared to lighten up and learn three simple secrets that will enable you to get from where you are now to where you want to be. This Seriously Funny presentation will give you the FUN-damentals for success.

8:15am – 9:45am **Customer Insight to Earn and Grow Loyalty** – Ted Sarosy, VP Customer Loyalty Insight, The Kroger Co. & Vince Fehrenbach, VP Kroger Client Team, dunnhumbyUSA
Learn about the partnership between Kroger and dunnhumbyUSA to gain insight into how their successful strategies have delivered measurable results. In 2003, the companies created a partnership and a Customer 1st Strategy that is simple and powerful. The strategy is a permanent change in mindset, culture and commitment; it's a journey that is very successful, even during tough times.

9:45am – 10:00am **Coffee Break & Conversations**

10:00am – 11:00am **Innovation in Analytics: Linking Business Intelligence Back to the Consumer** – Damon Ragusa, President/CEO, ThinkVine

Much of business and marketing analytics conducted today is done so at an aggregated level. Whether aggregate at a region or market level or even assessing the performance of an individual campaign the focus is drawn away from the consumer we're trying to reach. Arguably much of BI is still focused on aggregate accounts of what has happened in the past. But there are emerging approaches to building truly bottom-up models of marketplace behavior that are transforming the way companies analyze, draw insight from and strategize around supply chains, organization structure, economic forecasting and others. For example, firms spending hundreds of millions of dollars to support brands require accountability in today's ever fragmenting marketing landscape.

ThinkVine CEO, Damon Ragusa, will discuss how one such approach, Agent-based Modeling, can be used as a framework to helping large marketing organizations assess and attribute the return on investment for all marketing dollars spent across traditional and digital media, social media, promotions, events and every other measureable (and many non-measureable) marketing vehicles.

11:00am – 12:00am **Attraction Insight: Using Analytics to Fuel Your Mission** – John Lucas, Director of Operations, Cincinnati Zoo & Botanical Garden

The Cincinnati Zoo began looking at analytics to drive business results after a careful examination of our previous "system architecture" revealed that we were not positioned well to maximize the power of information into insight and results. Prior to this project, we had 4 different systems that captured data on our guest spending and behavior, and none of the systems "talked to each other". As a result, we were blind to nearly everything with a single view of our business.

This project involved putting all of our points of sale on a single system. Additionally the point of sale system that we selected has advanced functionalities such as a customer loyalty program, stored value/gift cards, and upsell functionalities that – combined with a comprehensive strategy on driving specific business results – have enabled us to maximize the use of advanced reporting and analytics. Using analytics, the Zoo forecasts an increase of over \$350,000 in new revenues and 50,000 new visits in 2011 as a direct result of using analytics. Since going live in 2010, we have already experienced significant gains with in-park spending and enhanced marketing tools that have already provided positive results.

12:00am – 1:00pm **Lunch /Speaker Panel Discussion**



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Ted Sarosy, Vice President Customer Loyalty Insight/Relationships, *The Kroger Company*



Ted began his career at Kroger in 1970. He was in the Air Force – 1972-75 in Germany. He returned to Kroger and worked in the stores until 1979, when he joined the Cincinnati Division office in a management accounting position. From 1981 to 2006 he held various positions in the company - special assignment to work on Direct Product Profitability Models, Merchandising Technologies Manager, Corporate Seafood Merchandiser., Atlanta Division Assistant Meat Merchandiser, Atlanta Deli Merchandiser, Atlanta Loyalty Manager, and Atlanta Advertising & Loyalty Manager. Ted was promoted to VP Customer Loyalty in 2008. Ted has a Bachelor of Science degree from Miami University.

Vince Fehrenbach, Vice President, Kroger Client Team, *dunhumbyUSA*



Vince has more than 19 years of consumer goods, retail, and consultancy experience with major branded companies and leading retailers across the U.S. and Europe. Prior to joining dunhumby, Vince worked for PepsiCo for more than 10 years, where his most recent roles focused on leading consumer and shopper insight, shopper marketing, and category management efforts with major retail teams, national centers for excellence, and various market teams in Western Europe. His prior work experience also includes a variety of insight, technology, category management, and sales roles with Kraft Foods and AC Nielsen. After joining dunhumby in 2007, Vince served as the engagement lead for dunhumby's Macy's partnership. In his current role, he leads customer strategy and insight development with Kroger.

Damon Ragusa, President & CEO, *ThinkVine*



As President & CEO of ThinkVine, Damon shapes the company's strategy, product direction and is responsible for overall performance. An accomplished entrepreneur and marketing technologist, Damon has successfully transitioned ThinkVine from a custom solutions consultancy into a software-as-a-service enterprise in the marketing optimization space. In early 2009, under Damon's leadership, ThinkVine launched its marketing planning & simulation application leading to triple digit annual growth in software revenue. A popular speaker known for his domain expertise and thought leadership, Damon is frequently asked to present at such conferences as ad:tech, American Marketing Association (AMA), Advertising Research Foundation and the Institute for International Research. Damon has held Partner and senior level positions at management consulting, marketing science and software development firms and holds degrees in Quantitative Studies and Psychology from Bowling Green State University and has conducted advanced studies in both Business Administration and Computer Science.

John Lucas, Director of Operations, *Cincinnati Zoo & Botanical Garden*



Prior to joining the Cincinnati Zoo, John was a police officer and detective. He became frustrated with inefficiency of government work and wanted to be in a more profit-minded environment. John has been with the zoo since 2002 and oversees all earned revenue at the zoo. He sits on the business operations committee for the Association of Zoos and Aquariums (AZA) and is a Graduate of Bowling Green State University.

John Wagner, Human Behavioral Specialist, *Wagner Seriously Funny*



A well-developed sense of humor is essential for success in our high stress world. John has made humor his business, his SERIOUSLY FUNNY business. John is a motivational humorist who has helped thousands across the country laugh while learning to close their gaps and reach their goals. His client list includes P&G, GE, IBM, BS/BC, Toyota, Fidelity, schools, universities, hospitals and associations. John has real world experience as "the gap closer" using the management and therapeutic value of humor as a licensed clinical counselor, college faculty member, and former college Dean. John Wagner is Seriously Funny!



LÛCRUM

Business Intelligence

LÛCRUM combines deep business knowledge and strong technology expertise to drive your company's future growth.

"Information is not knowledge."

Albert Einstein

