

MBD Consultores

BUSINESS INTELLIGENCE

We generate value to companies **through customer insight**, helping them to make **optimal business decisions**, that is why.....

We focus on **your** customers





Founded in **1990**, as **strategic and marketing consultancy**.

Since **1998** we specialized in **Business Intelligence**, pioneering in this field in Spain.

mission

We add value to companies by improving their customer insight, helping them to make optimal business decisions.

vision

To be acknowledged for establishing the “benchmark” in **Business Intelligence** trough the delivery of **Confidence, Quality and Innovation**.

values

Respect and trust

Team Spirit

Responsibility



Appreciate in us

- *Team work: a close, professional working relationship.*
- *We place the customer in the center of value generation.*
- *A passion for efficient and productive work that generates tangible results.*
- *Responsibility and long term commitment towards our clients.*

The information era

Companies store a great deal of **data of their customers**; this data **contains key knowledge** of them.

Customers have **fast and easy access to information**. If the company does not respond to their expectations, **they will not be faithfull**. No more captive customers in the market.

No average customers

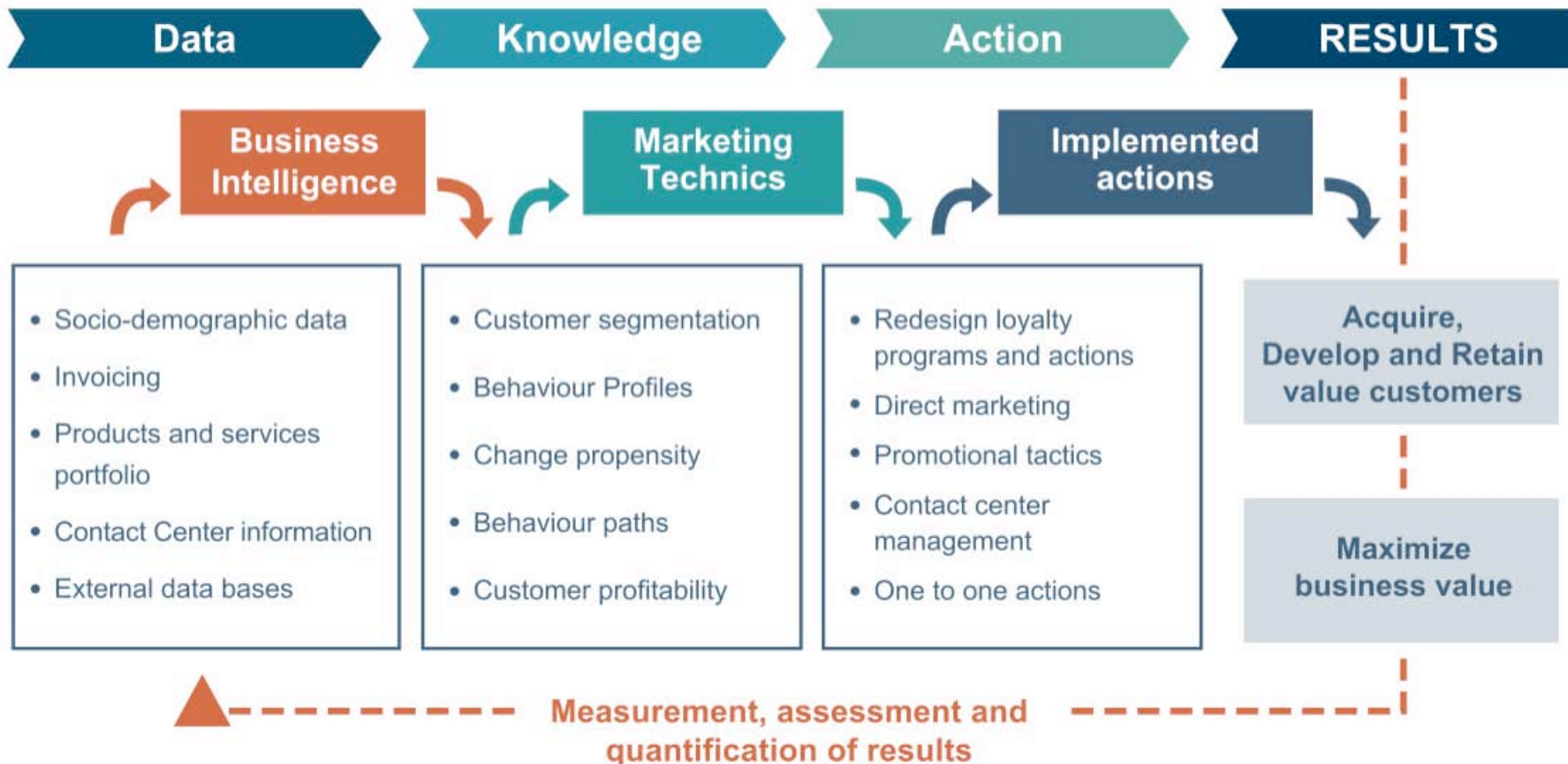
Each customer perceives the company in a different way, so **he must be treated differently**.

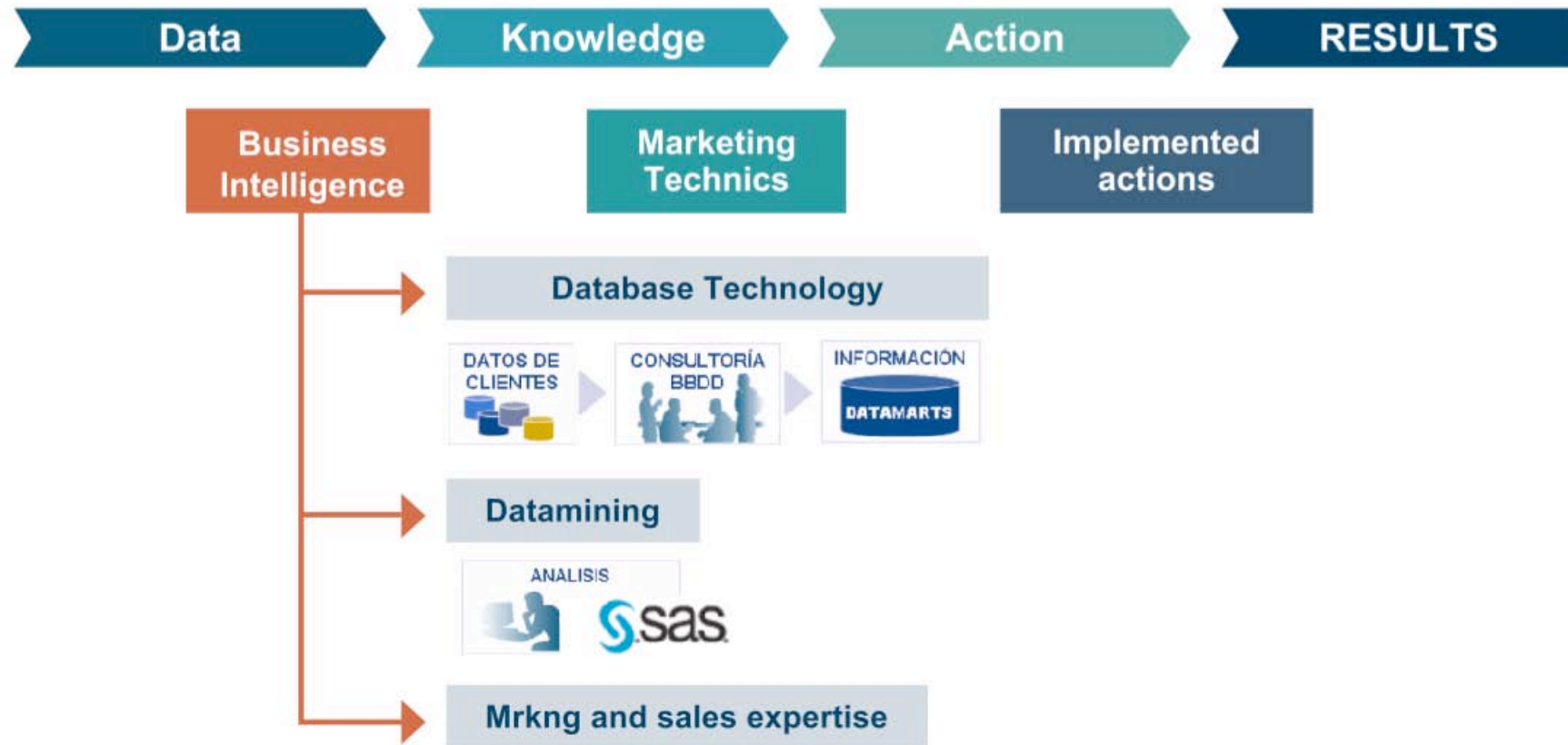


A strategy in which the customer plays a key role in value generation



To develop profound customer knowledge is a key management area to define and implement this strategy successfully



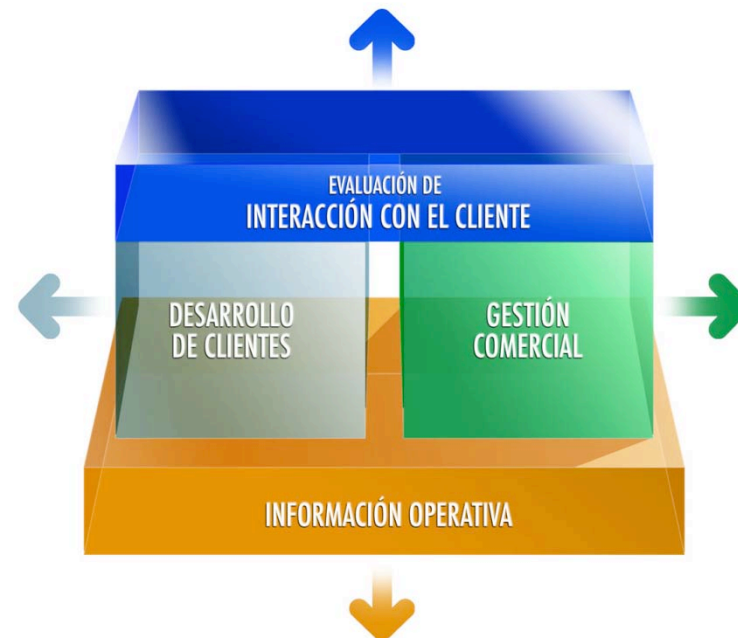




The customer plays a key role in business value generation: work areas.

- Changes in customer behavior associated with initiatives
- Appraisal of loyalty tools and programs
- Contact center information mining

- Customer loss prevention
- Cross-selling
- Behavior paths
- Strategic segmentation
- Arrears and non-payment prevention



- Furthering Geographic Expansion
- Acquisition Profiles
- Customer acquisition and management networks and channels

- Datamart
- Dashboards / Performance Reports
- Ad-Hoc analyses

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