

## Learn How Best-in-Class Organizations use Analytics to Drive Relevant Customer Interactions

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Boston, MA, 27 January 2010 - Portrait Software, a leading provider of insight-driven customer interaction software, today opened registration for an upcoming webinar that will demonstrate how best-in-class companies gain performance improvements in their customer-centric marketing capabilities. By using customer analytics companies will be able to move closer to realizing the vision of offer optimization to achieve revenue growth, maximize opt-in responses and retain customers.

In conjunction with the Aberdeen Group the webinar will be presented by Ian Michiels, Research Director & Practice Leader, Customer Management Technology, Aberdeen Group and Jeff Nicholson, VP Product Marketing, Portrait Software.

### Learning points

- The role of customer analytics in Best-in-Class marketing campaigns
- How event triggered marketing can optimize every contact with the customer
- How Best-in-Class organizations optimize inbound marketing channels like contact centers and social media
- How the latest analytical modeling approach, Uplift Modeling, will further enhance offer optimization

According to Ian Michiels, "Organizations are now looking to become truly customer-centric; offer optimization, driven by intelligent analytics, will help to support this goal and provides the most cost-effective way to get it right, the first time."

The complimentary webinar will take place on Thursday February 11th, 2010 at 11:00am ET and is now open for registrations.

### About Portrait Software

Portrait Software enables organizations to engage with each of their customers as individuals, resulting in improved customer profitability, increased retention, reduced risk, and outstanding customer experiences. This is achieved through a suite of innovative, insight-driven applications which empower organizations to create enduring one-to-one relationships with their customers. The Portrait suite seamlessly integrates the world's most advanced customer analytics, powerful inbound and outbound campaign management, and best-in-class business process integration to drive real-time customer interactions that communicate precisely the right message through the right channel, at the right time.

Our 300 + customers include industry-leading organizations in customer-intensive sectors. They include Merrill Lynch, Lloyds Banking Group, US Bank, Dell, Nationwide Building Society, T-Mobile, Telenor, Fingerhut, Bank of Ireland, Bank of Tokyo and Fiserv Bank Solutions.

For more information on Portrait Software, please visit: [www.portraitsoftware.com](http://www.portraitsoftware.com)

### About Ian Michiels

Michiels is charged with the oversight and management of Aberdeen's fast-growing Customer Management research group with a focus on CRM, sales/marketing automation, and emerging marketing technologies and practices. Michiels personal research covers marketing automation, demand generation, marketing strategy, and digital marketing. Michiels has a diverse background in creative and analytical marketing. His professional experience includes Fortune 500 companies such as Compaq, HP, Applied Materials, and Hyperion Solutions. Michiels holds an MBA from Santa Clara University with concentrations in Marketing Management, eCommerce, Leading People and Organizations, and Managing Innovation.

### Contacts

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