



Brief Presentation of

Marketing Monitoring System

Information and communication Development Company



About Cicell

- ▶ The company was established to deliver professional marketing services in 2004 at Science and Technology Park of University of Tehran. Our business is focused on:
 - ▶ Marketing research and consultancy
 - ▶ Market monitoring systems (MMS)
 - ▶ Research and development on marketing intelligence solutions

Cicell's advantage lies in the quality of services and solutions it offers for problems solving and improving the business processes. For more information, contact us.

Market monitoring systems (MMS)

The monitoring system is a new solution based on business intelligence for supporting marketing and sale managers to have real time and accurate control on marketing performance. The role of a monitoring system is observation and providing answers for questions like **what is up**.

- ▶ This solution consists of some software for data gathering, data organizing and customized analysis and reporting.
- ▶ The duties of monitoring system:
 - ▶ Answering various daily questions
 - ▶ Showing current situation: normal, rising, ideal, falling, or critical
 - ▶ Showing new events: threats and opportunities
 - ▶ Showing trends and events affecting the future



- ▶ Some fields: customer satisfaction, customer loyalty, cost of marketing efforts, effectiveness of advertisement, market share, industry position, competitors' advantages, ...

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Sections

Defined needs of system and information technology infrastructure of a business are two factors that determine what sections a marketing monitoring system should have. A comprehensive marketing monitoring system consists of these sections:

- ▶ Intelligent sampling system
- ▶ Measurement indicators definition software
- ▶ Data gathering subsystems:
 - ▶ Call Center
 - ▶ Face to Face
 - ▶ Web Survey
 - ▶ Mobile Survey
 - ▶ Informatics Networks: POS, ATM, Web Kiosk ...
 - ▶ Data Warehouse
- ▶ Customized and Online Analysis and Reporting Software based on Clicking

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How it works

- ▶ Data is gathered continuously by the subsystems which are connected to the information technology infrastructure. If face to face survey is necessary, we can do the survey and data will be entered regularly by data operator network of CICELL. There is organizing software as an interface between various data gathering subsystems and database that does data cleaning, compilation, validation and data storing operations.
- ▶ The managers and experts from different levels of organization structure (the users) can connect to the system via their computers or mobile phones to analyze and to get reports.

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Benefits and specifications

- ▶ The advantages and characteristics of monitoring system:
- ▶ Data collection subsystems are more precise than other alternatives.
- ▶ The cost of periodical research decreases.
- ▶ Decision making is timely.
- ▶ Managers and experts don't spend their time on routine research projects, so they have enough time for more specialized analysis and programming.
- ▶ It makes the stock and potential data valuable.
- ▶ The system is designed friendly:
 - ▶ Reporting: rapid, partial or comprehensive, various diagrams and tables
 - ▶ Required skill level: click-based application without any need to have statistical knowledge or mediator expert
 - ▶ The user level: from different layers of the organization
- ▶ Monitoring system is the primary foundation of management information systems (e.g. CRM)

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