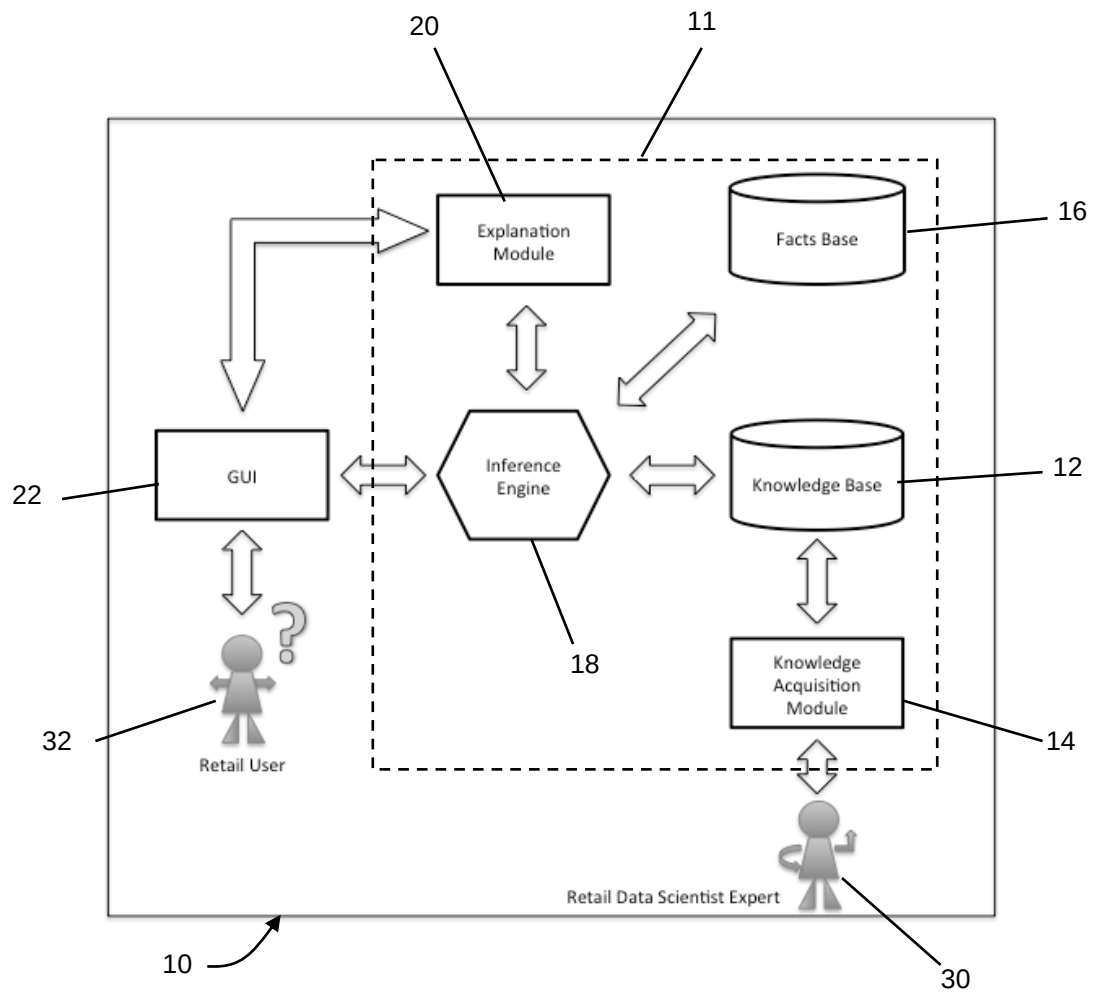


**FIG. 1**

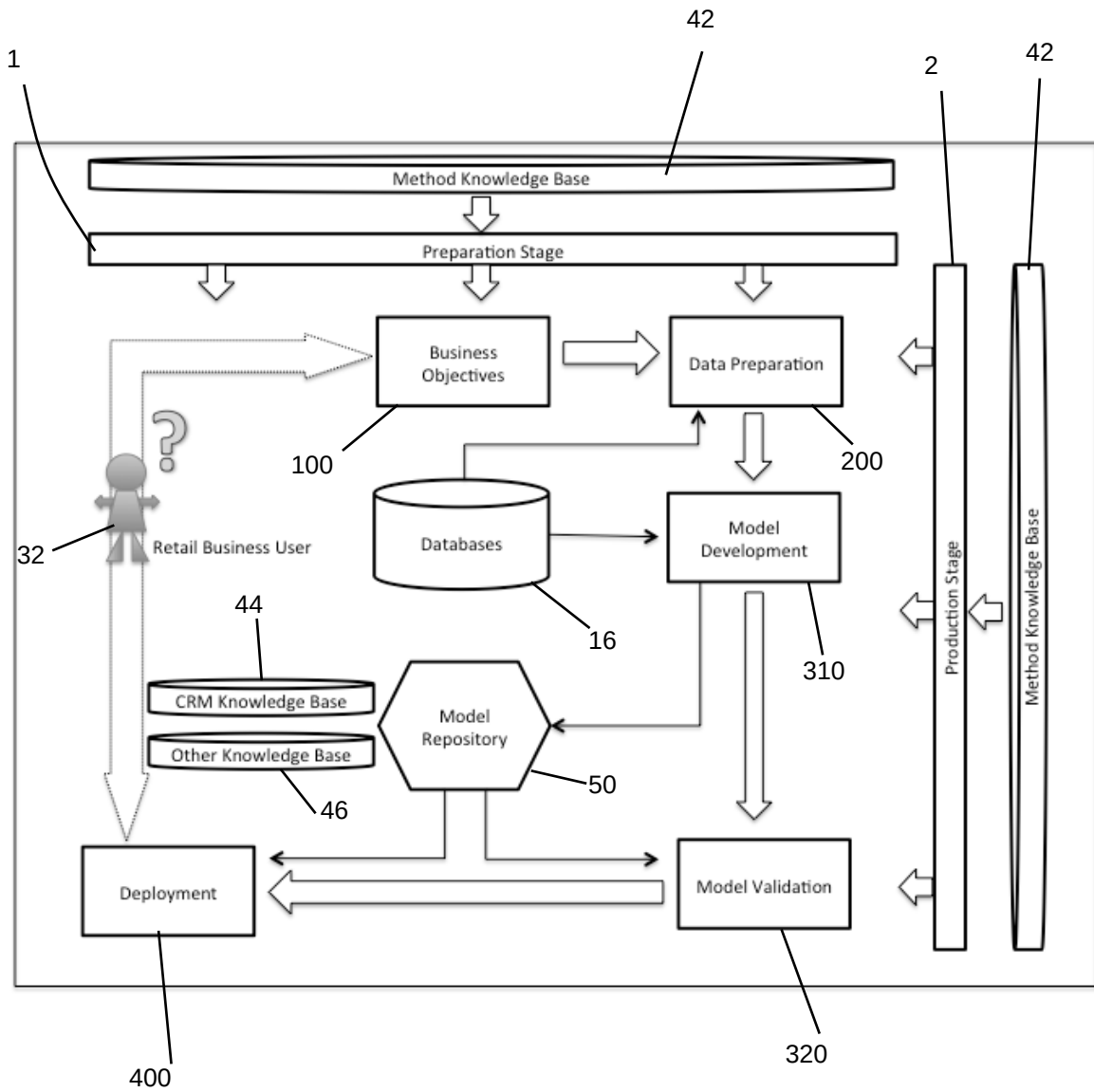


FIG. 2

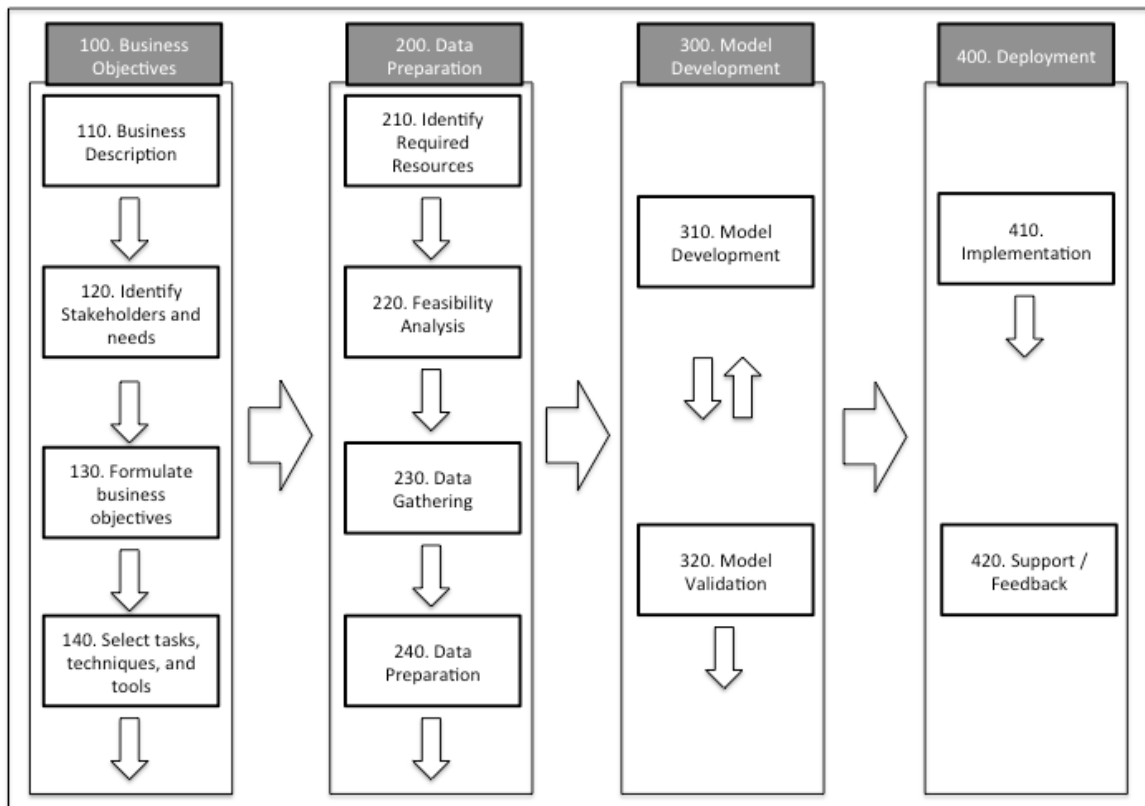


FIG. 3

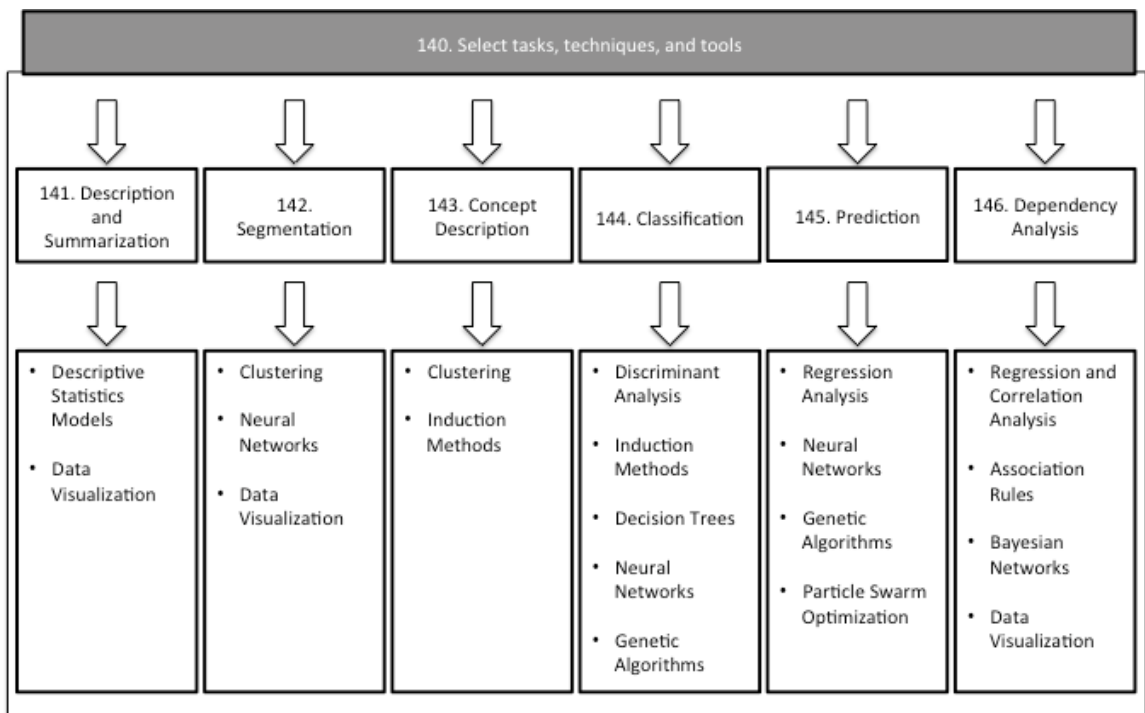


FIG. 4

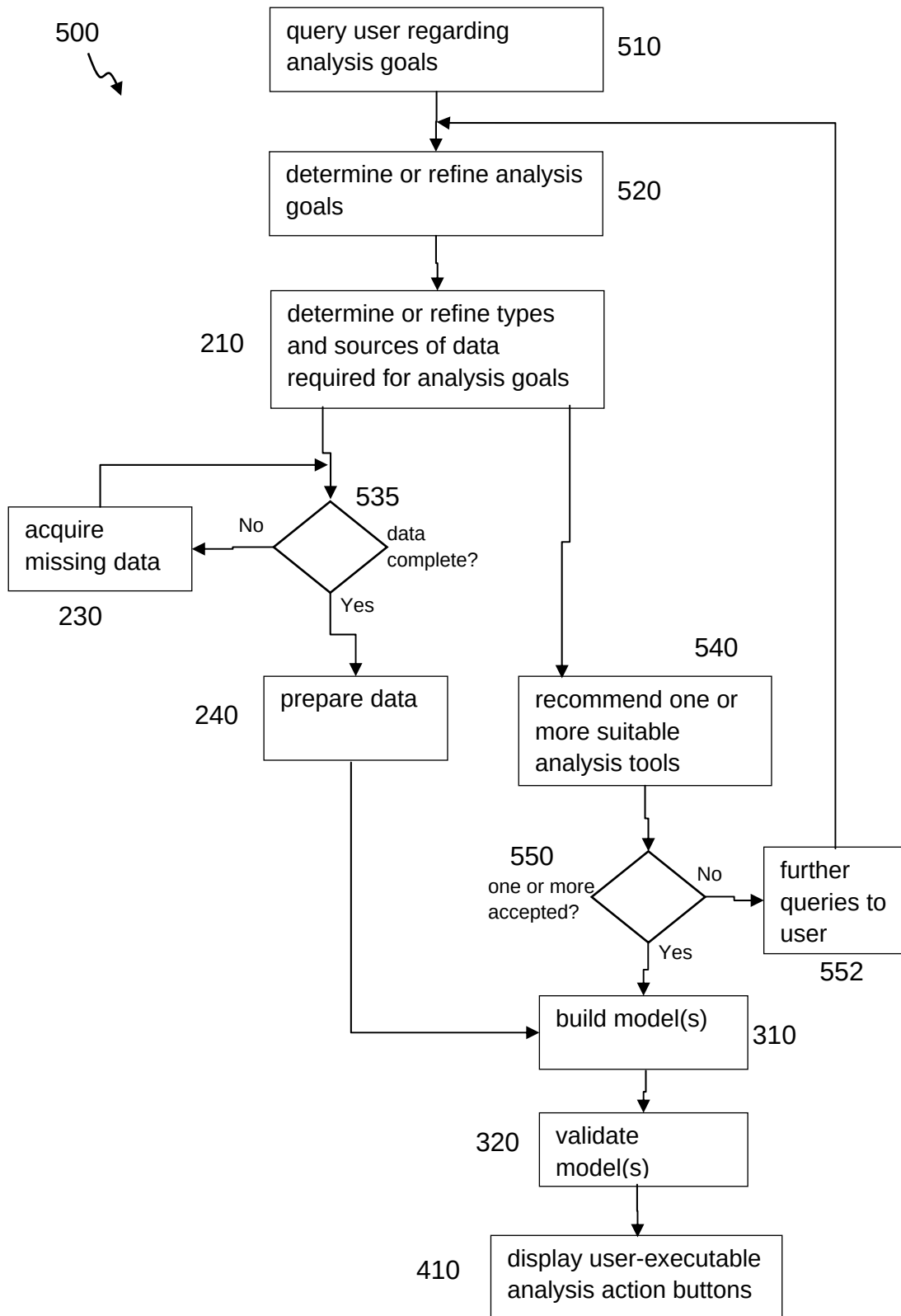


FIG. 5

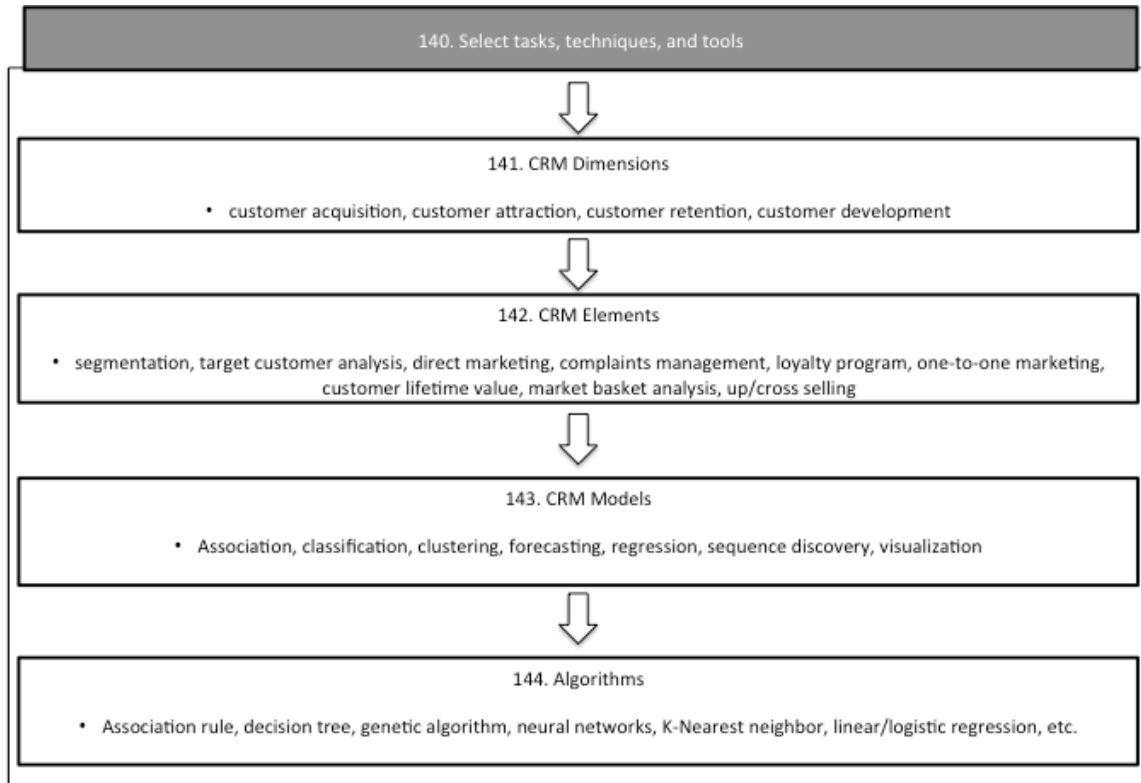


FIG. 6

CRM dimension	CRM elements	Data Sources						
		Retailer's Internal Data			External Data			
		Own products & services	Surveys & Questionnaires	Demographic Data (micro)	Loyalty Card	Demographic Data (macro)	Macroeconomic Data	Roaming Data
Customer acquisition	Segmentation	Yes	Yes	Yes	Yes	Possibly	Generally not	Possibly
	Target customer analysis	Yes	Yes	Yes	Yes	Possibly	Generally not	Possibly
Customer attraction	Direct marketing	Yes	Yes	Yes	Yes	Yes	Generally not	Yes
Customer retention	Complaints management	Yes	Yes	Yes	Yes	Generally not	No	No
	Loyalty program	Yes	Generally not	Yes	Yes	Generally not	Generally not	Generally not
	One to one marketing	Yes	Generally not	Yes	Yes	Generally not	Generally not	Yes
Customer development	Lifetime value	Yes	Yes	Yes	Yes	Possibly	Possibly	No
	Market basket analysis	Yes	Yes	Yes	Yes	Generally not	Generally not	No
	Up/cross selling	Yes	Yes	Yes	Yes	Generally not	Possibly	No
		PROdata micro			PROloyalty		PROdata macro	

FIG. 7

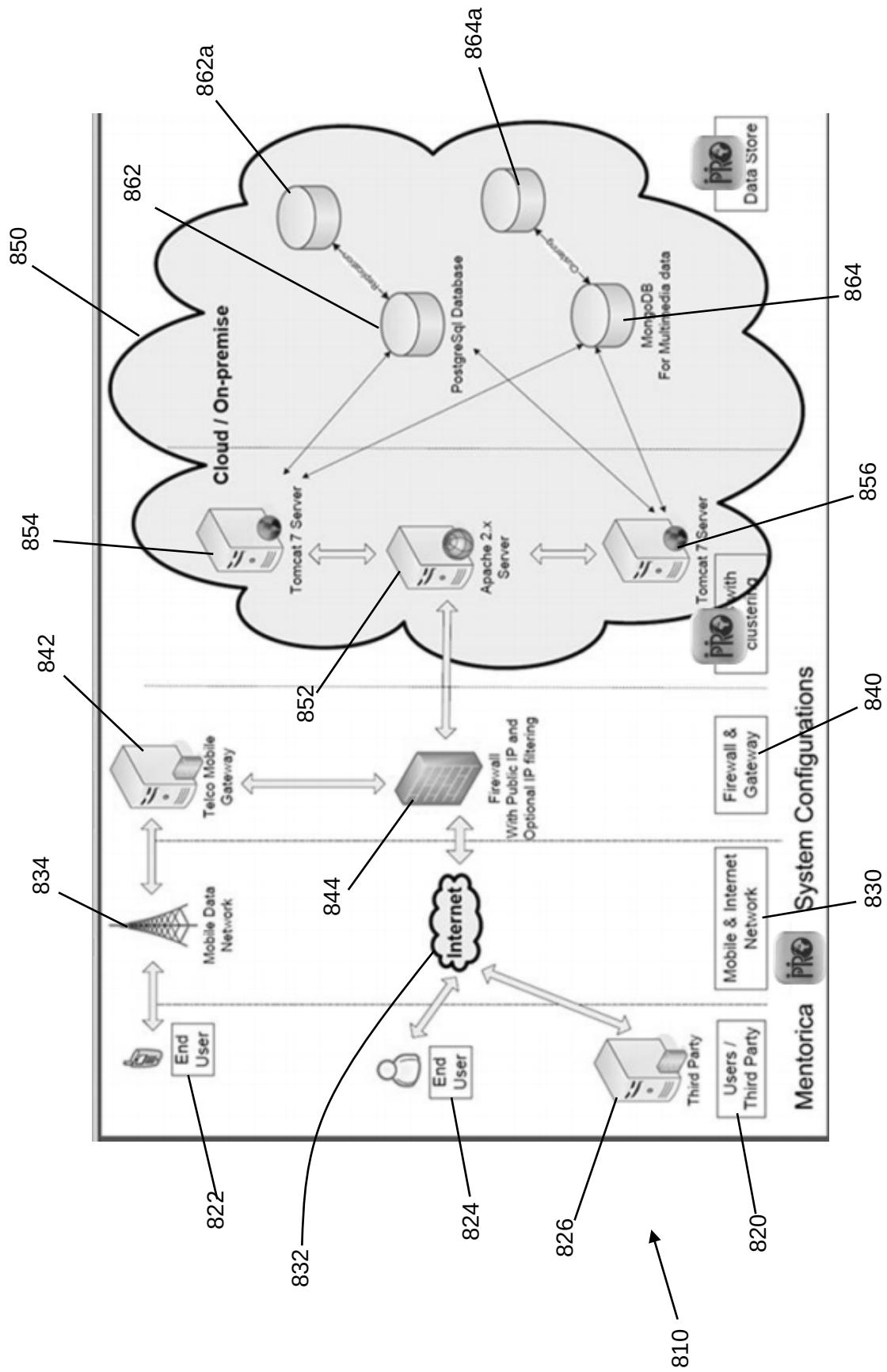


FIG. 8

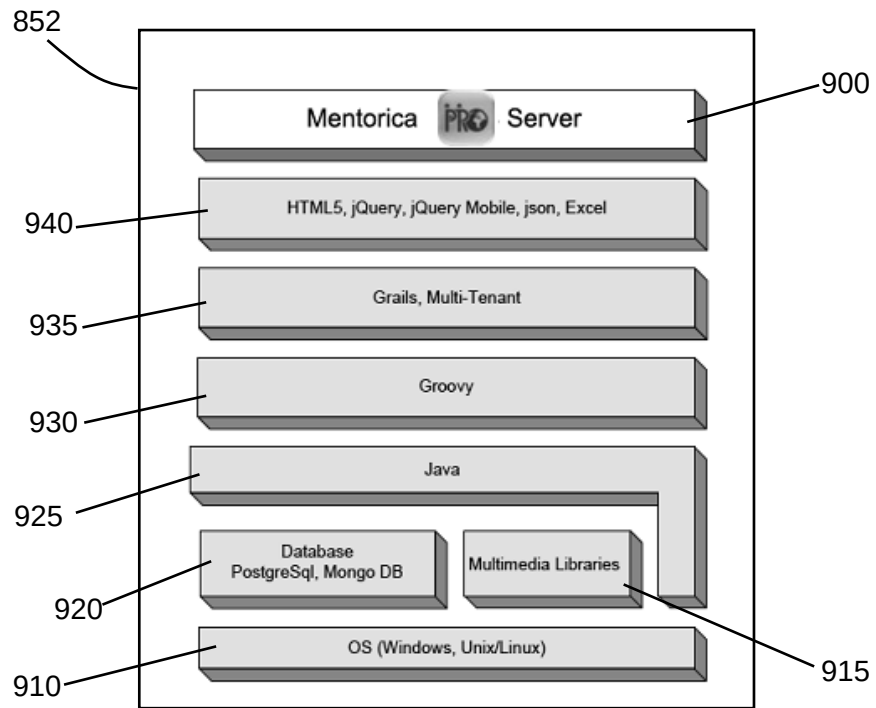


FIG. 9

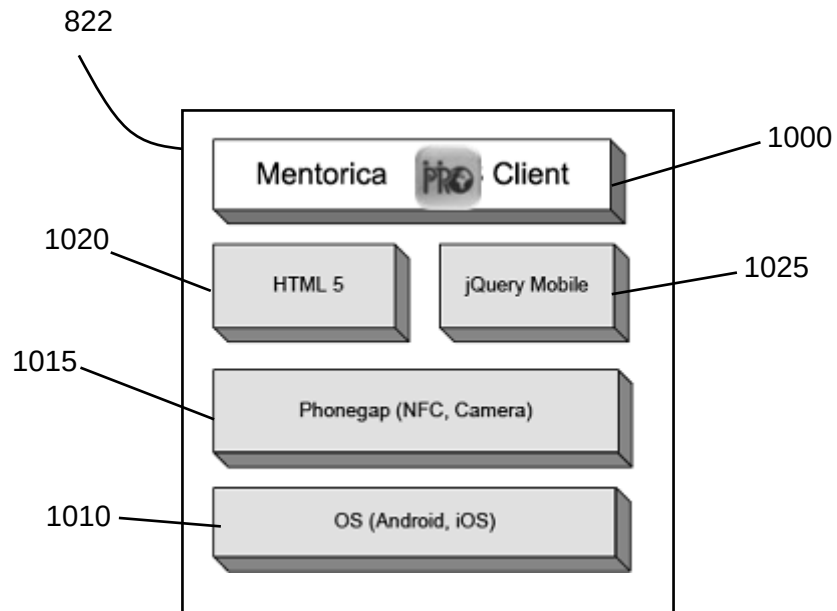


FIG. 10

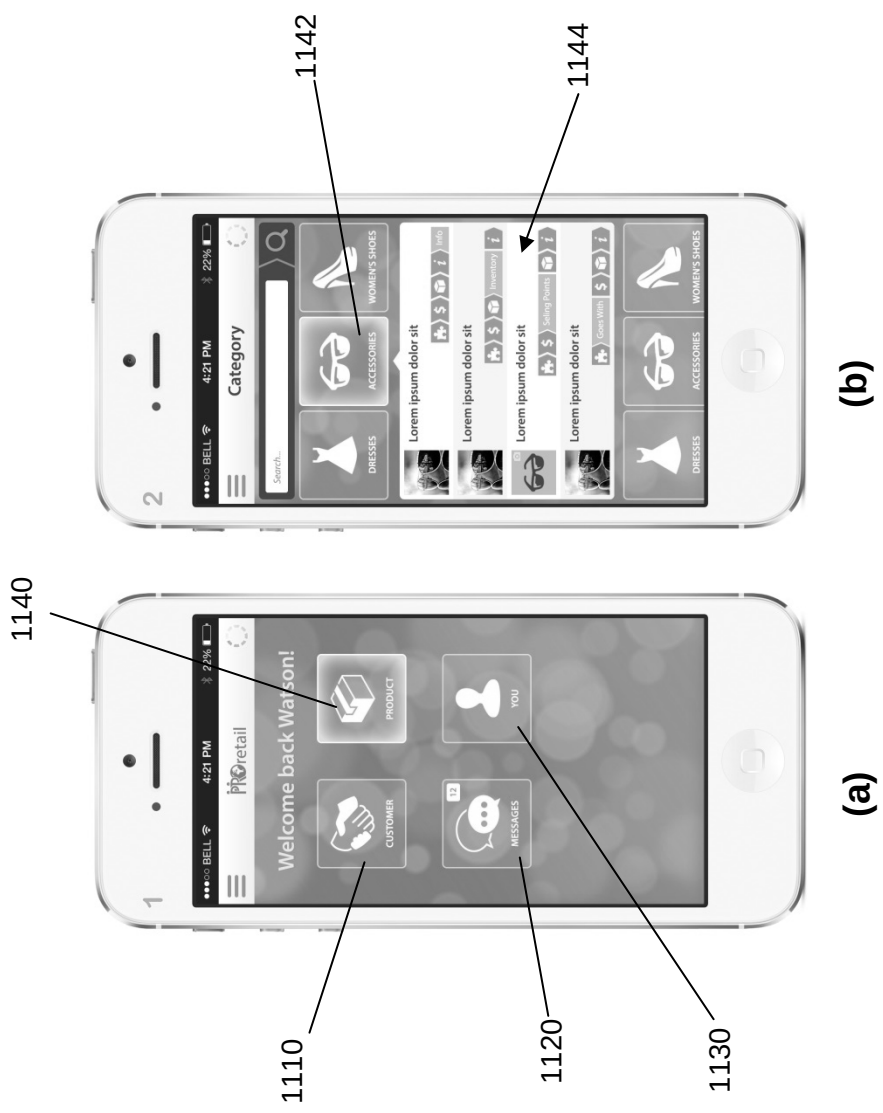


FIG. 11

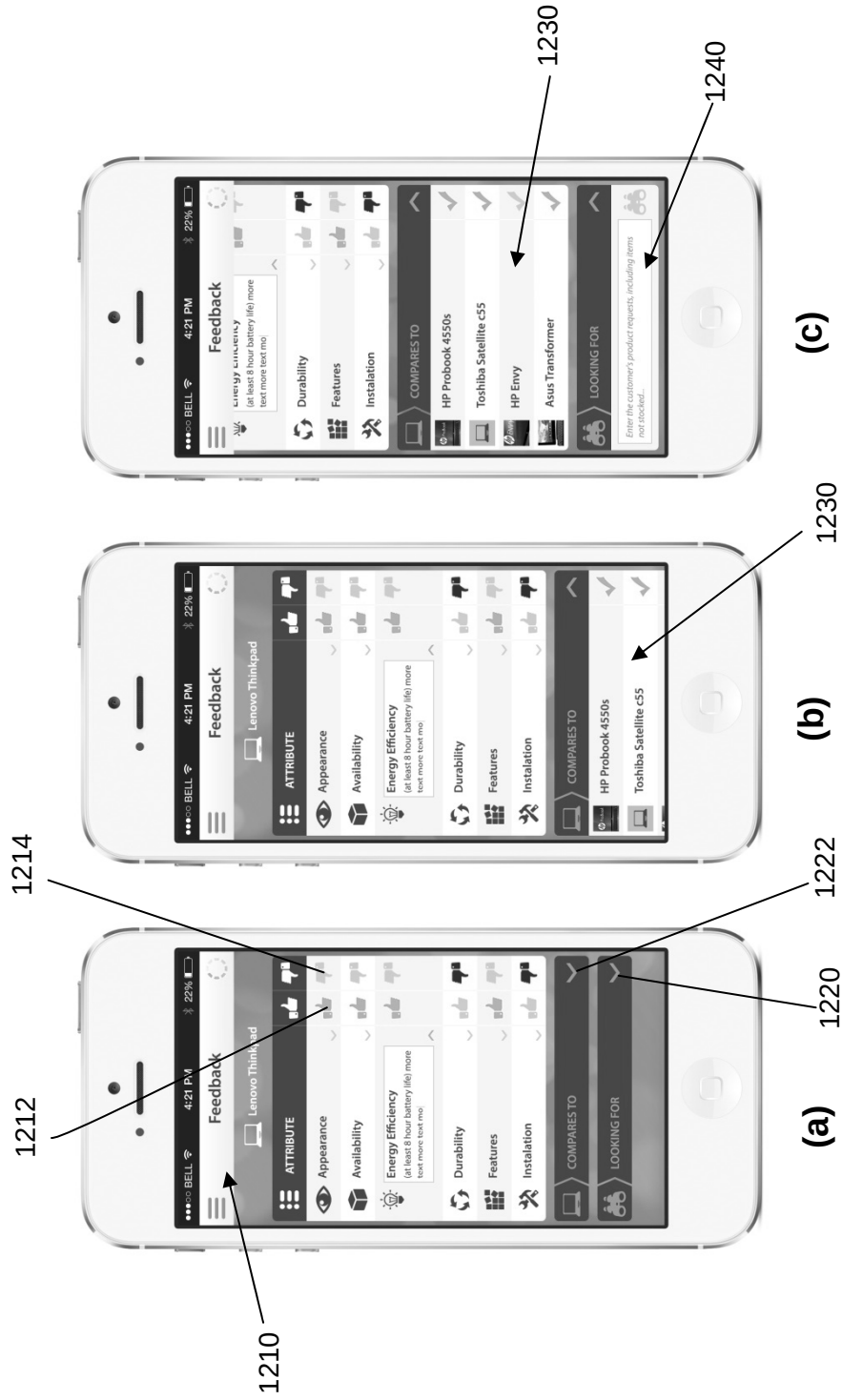


FIG. 12

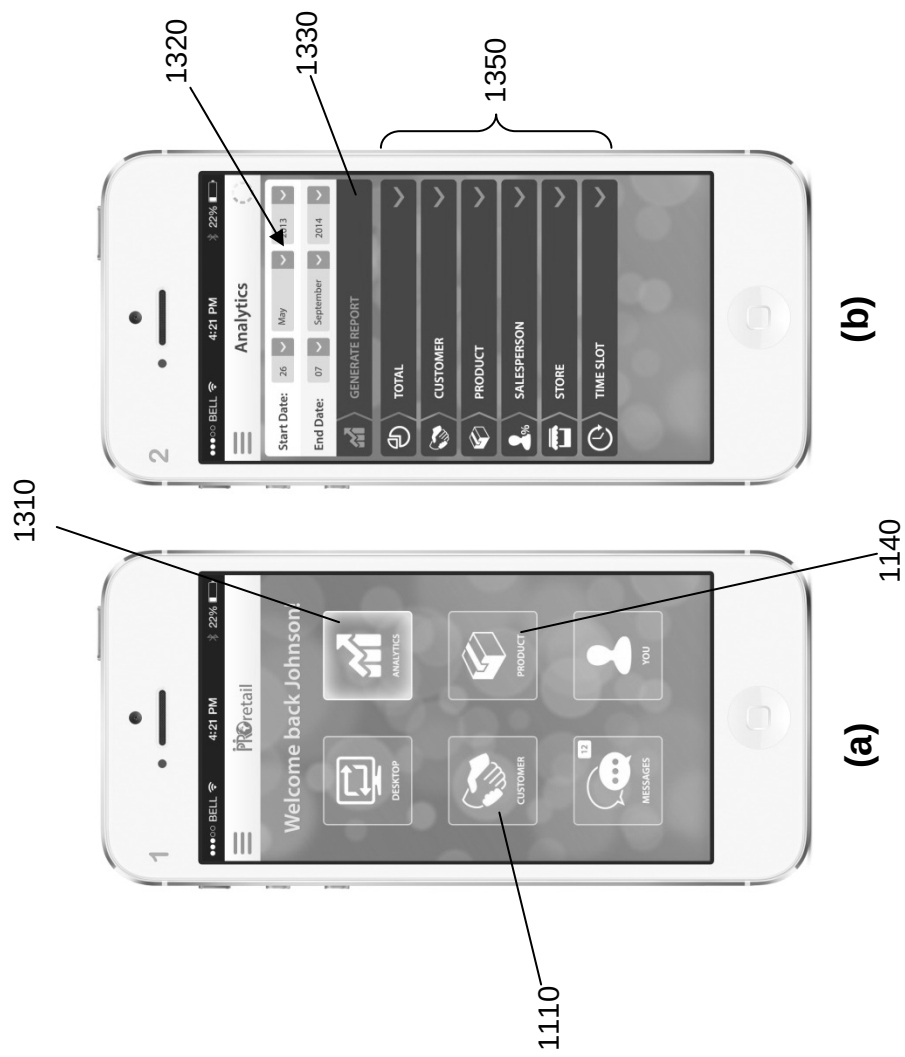


FIG. 13

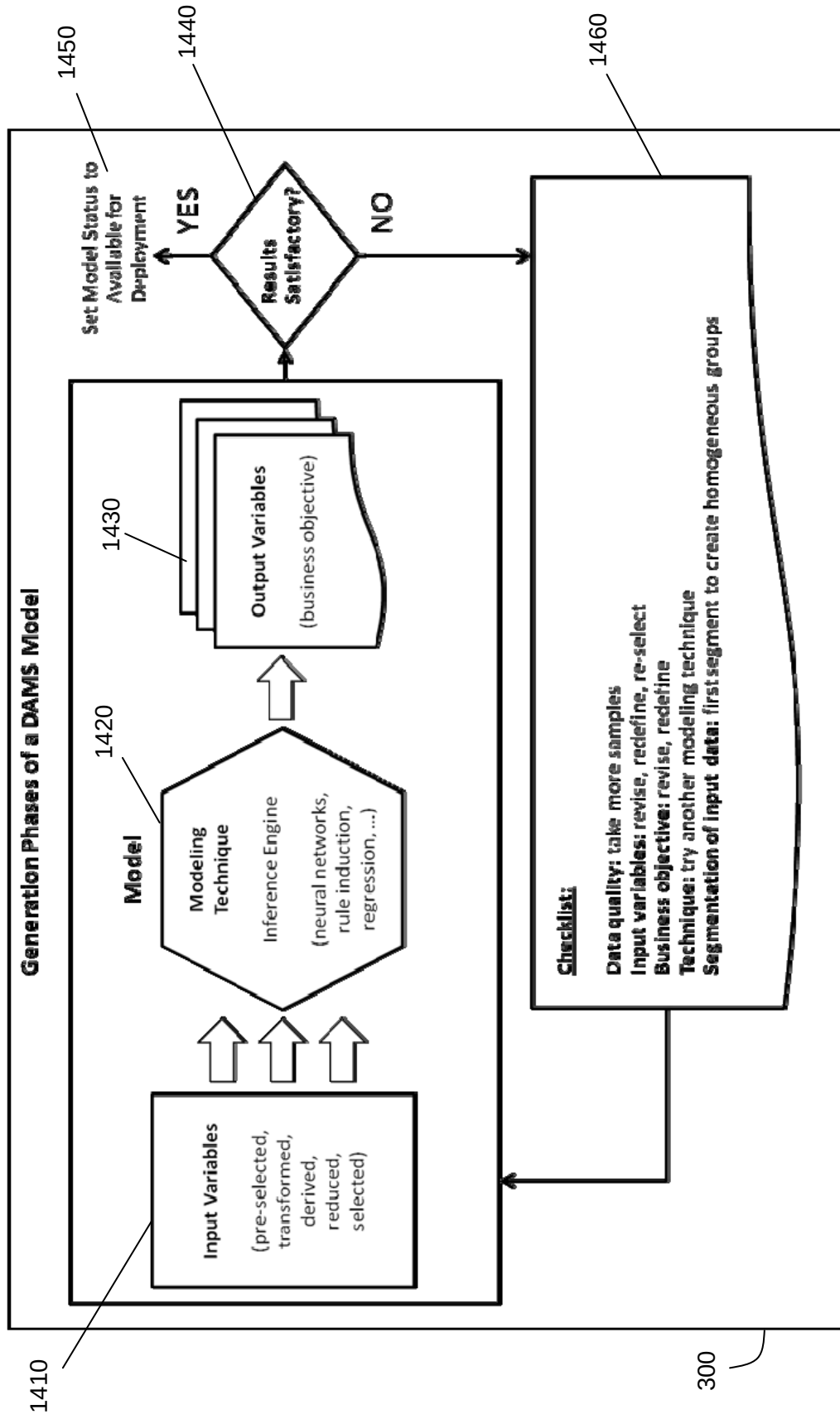


FIG. 14