

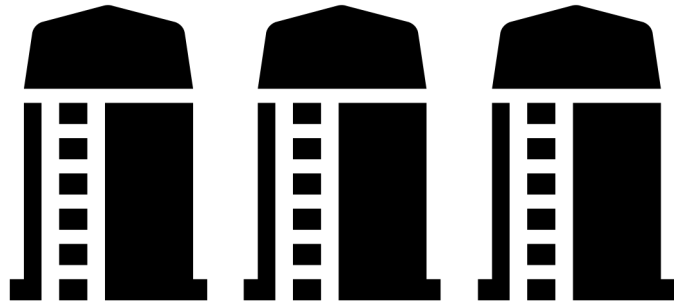
**Proactive Worldwide**

# **Moving from Siloed to Integrated Intelligence**

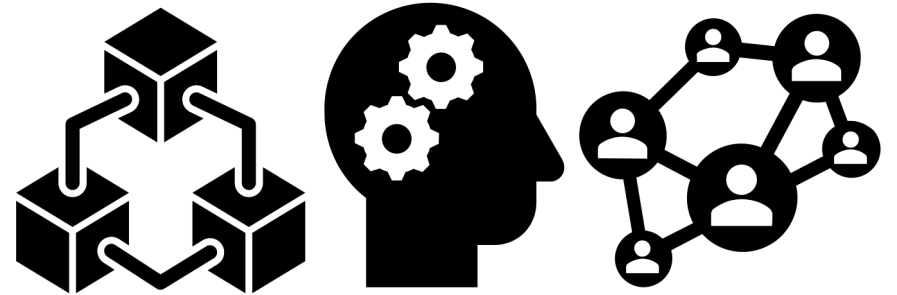
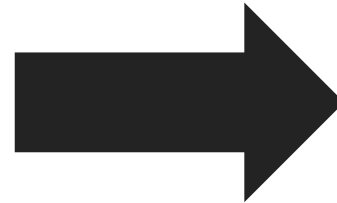
**February 2021**

*by Flynt Tuller*

# From Siloed to Integrated Customer, Market, and Competitive Intelligence

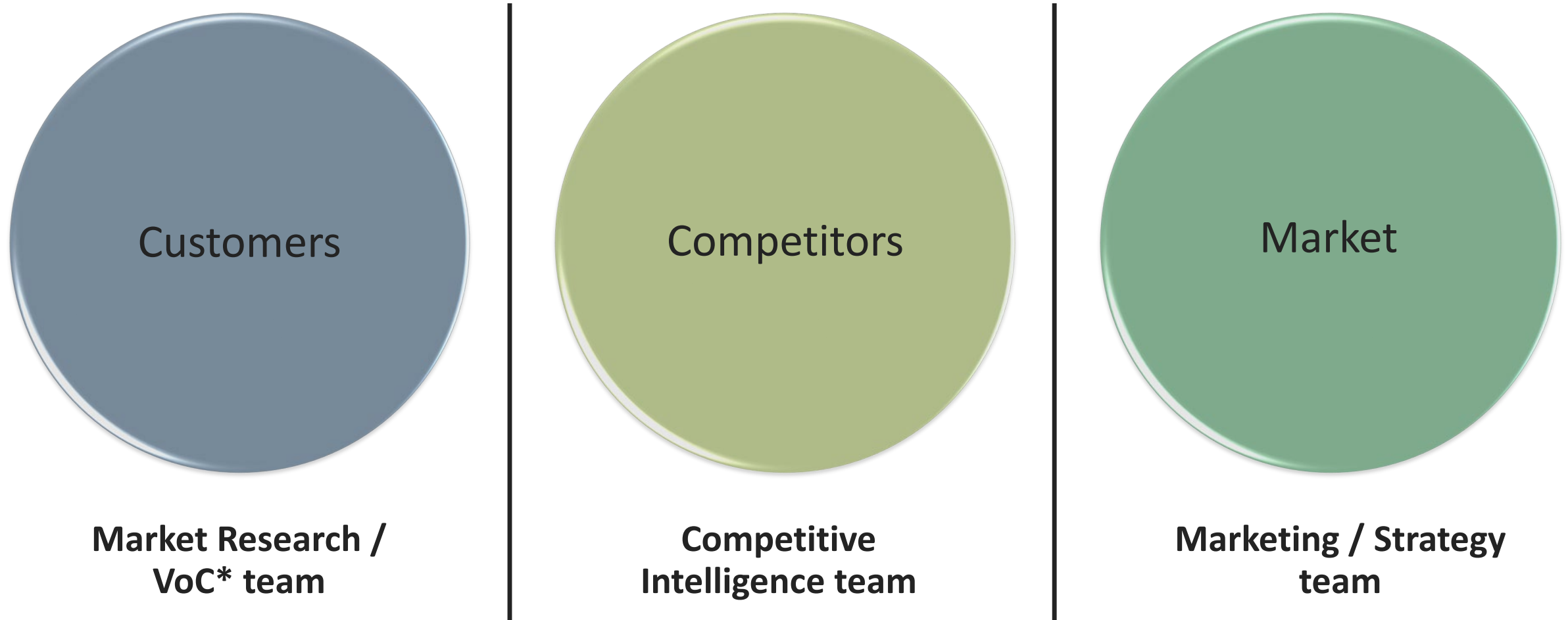


**Siloed intelligence leads to  
competitive blind spots**



**Integrated intelligence opens a  
new lens on opportunities**

# Intelligence Operations are Often Siloed



# Analytics Platforms are Also Siloed



Customer Feedback Management / VoC



Social Listening



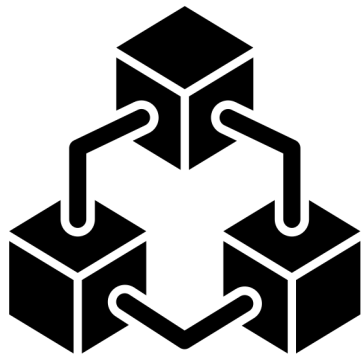
Competitive & Market Intelligence

# Break Silos With an Integrated Approach

## Integrated Intelligence Ecosystem

### Integrated

unify & manage all components of the system



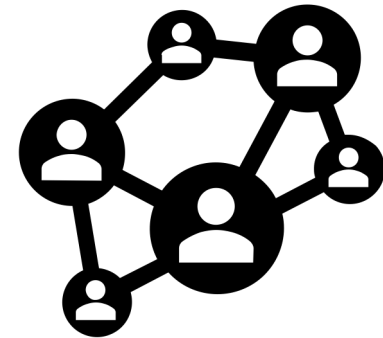
### Intelligence

learn, understand & apply knowledge to drive change



### Ecosystem

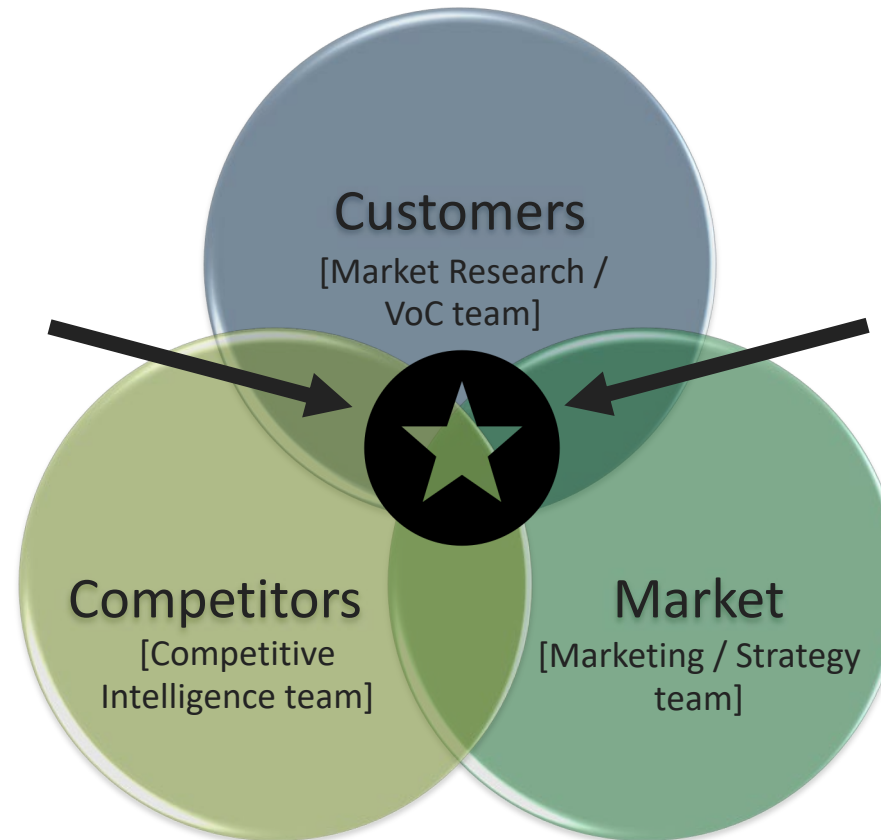
collaborate in an active community & environment



# Customers + Competitors + Market

## Integrated Intelligence Ecosystem – what is it?

People, data, and analytical platforms collectively focused on opportunities, threats and disruption that exist at the intersection of Customers + Competitors + Market intelligence



## An intelligence blind spot?

This space can be a source of big opportunities, but it can also be ripe for competitive threats and disruption, especially if you fail to see and act

# Bringing It Together: Organizing

**No need to reorganize;  
form a cross-functional  
core team and run it like  
an ongoing initiative**



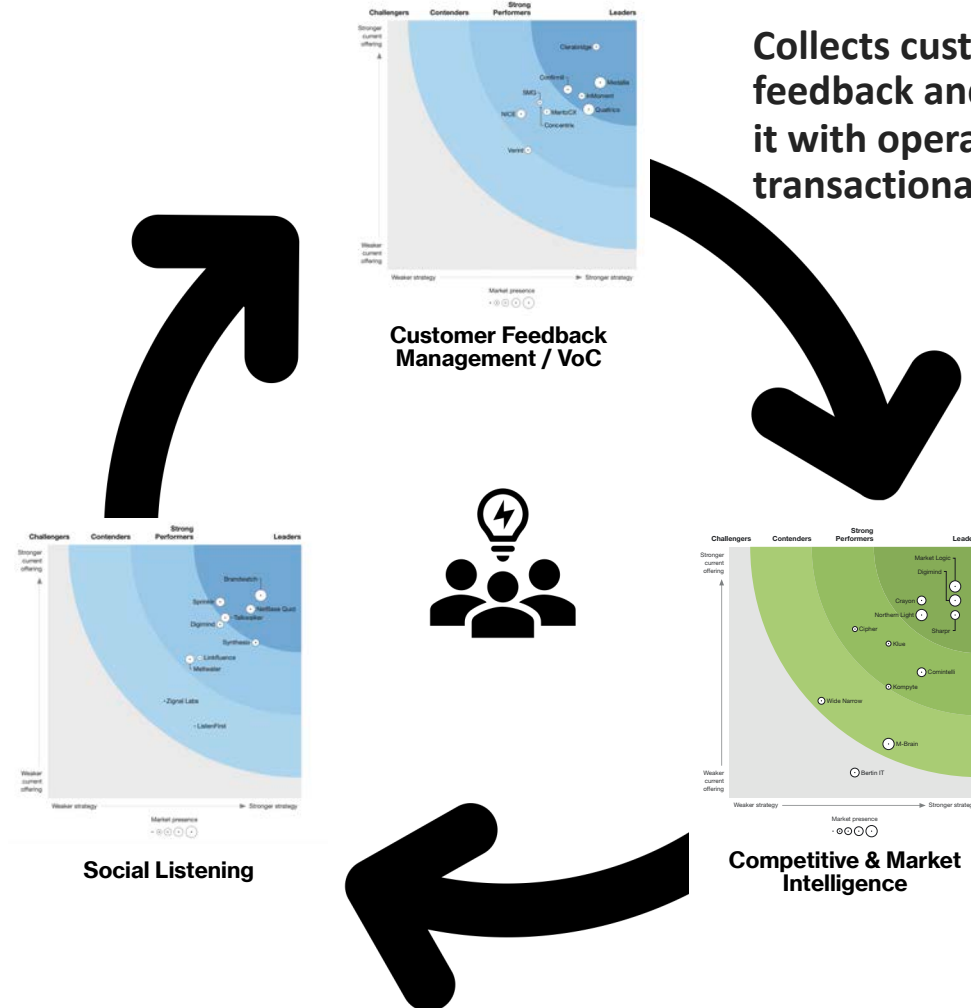
## Objectives

1. **Identify opportunities, threats and disruption and support taking action**
2. **Champion a culture of integrated thinking and collaboration across intelligence operations**

# Bringing It Together: Analytical Platforms

No need for software development; people can integrate insights across platforms

Ingests social media data and identifies topics/themes and sentiment/emotions





# VoC Platform

## Thought Starter Questions



**Customer Feedback  
Management / VoC**

**Who are our dissatisfied customers? (closed / inner loop service recovery)**

**What are the moments of truth in key touch points? (customer journey maps)**

**Where are the pain points in our customer experience? (outer loop analysis)**

**How does our customer experience measure up? (competitive benchmarking)**

# Social Listening Platform

## Thought Starter Questions



Social Listening

What's the 'social mood' on our brand, products, and customer experience? Where can we improve?

What are competitors doing on social media? How do we compare on 'social mood'?

What are the leading indicators of change that can give us advantage vs. competition?

What are some 'outside the box' ideas for new opportunities?

# Competitive & Market Intelligence Platform

## Thought Starter Questions



## Competitive & Market Intelligence

What are the trends impacting our category/company?

What opportunities, threats, and disruption are emerging from these trends?

How do we compare to key competitors on strategy and capabilities?

How are key competitors changing and what might their next moves be? What's our game plan?

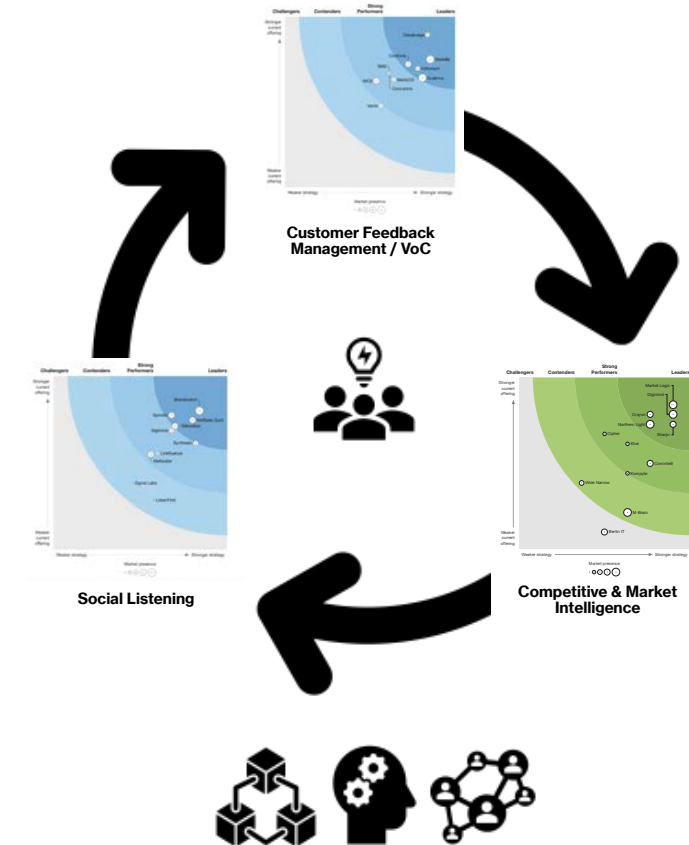
What do we already know about... ?

# Integrated Intelligence Ecosystem

## Thought Starter Questions

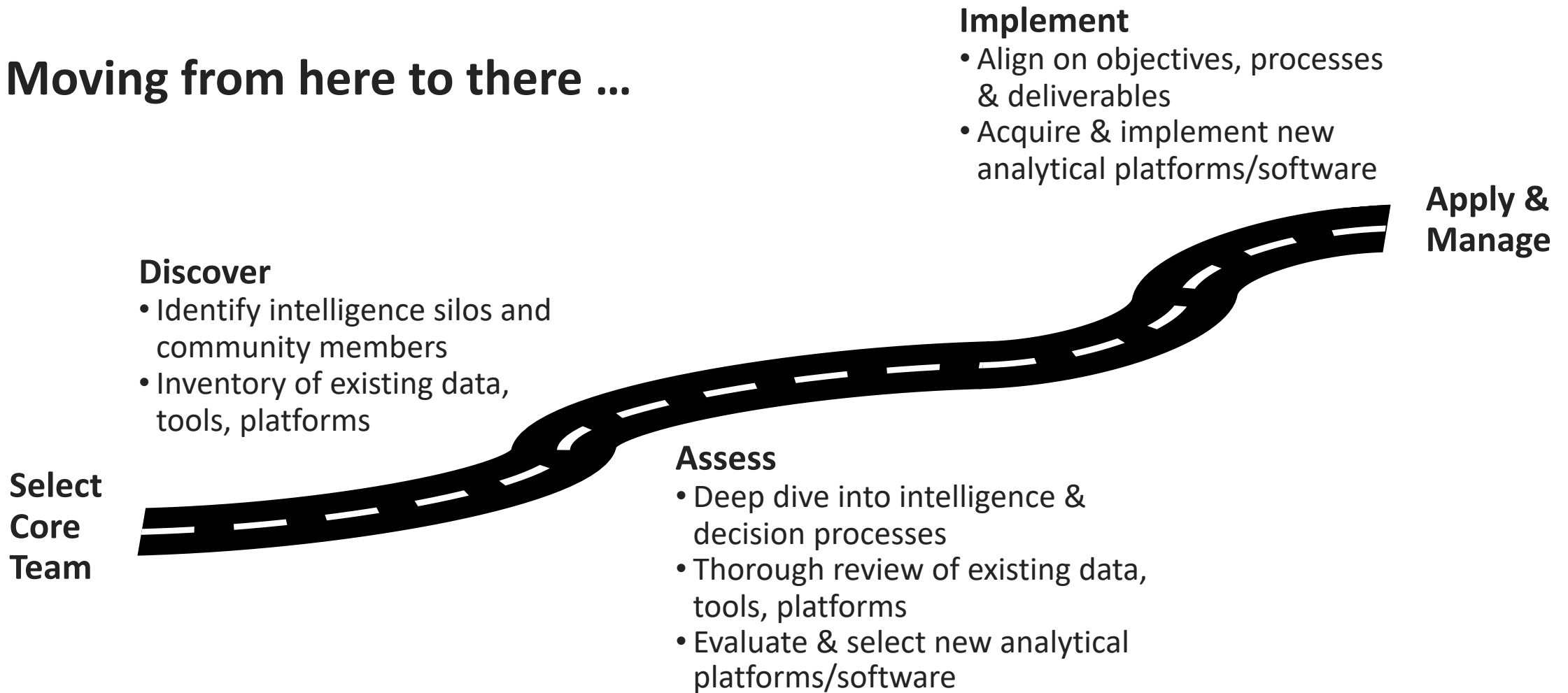
How might we... ?

- Identify new opportunity spaces being created by changes in society, culture, customer needs, and the competitive landscape
- Find and capture sizeable areas of opportunity in unmet and/or latent customer needs
- Work together to ride the wave of emerging trends, leverage competitive strengths, and solve big customer problems



# Integrated Intelligence Ecosystem

## Moving from here to there ...



# Questions & Discussion

