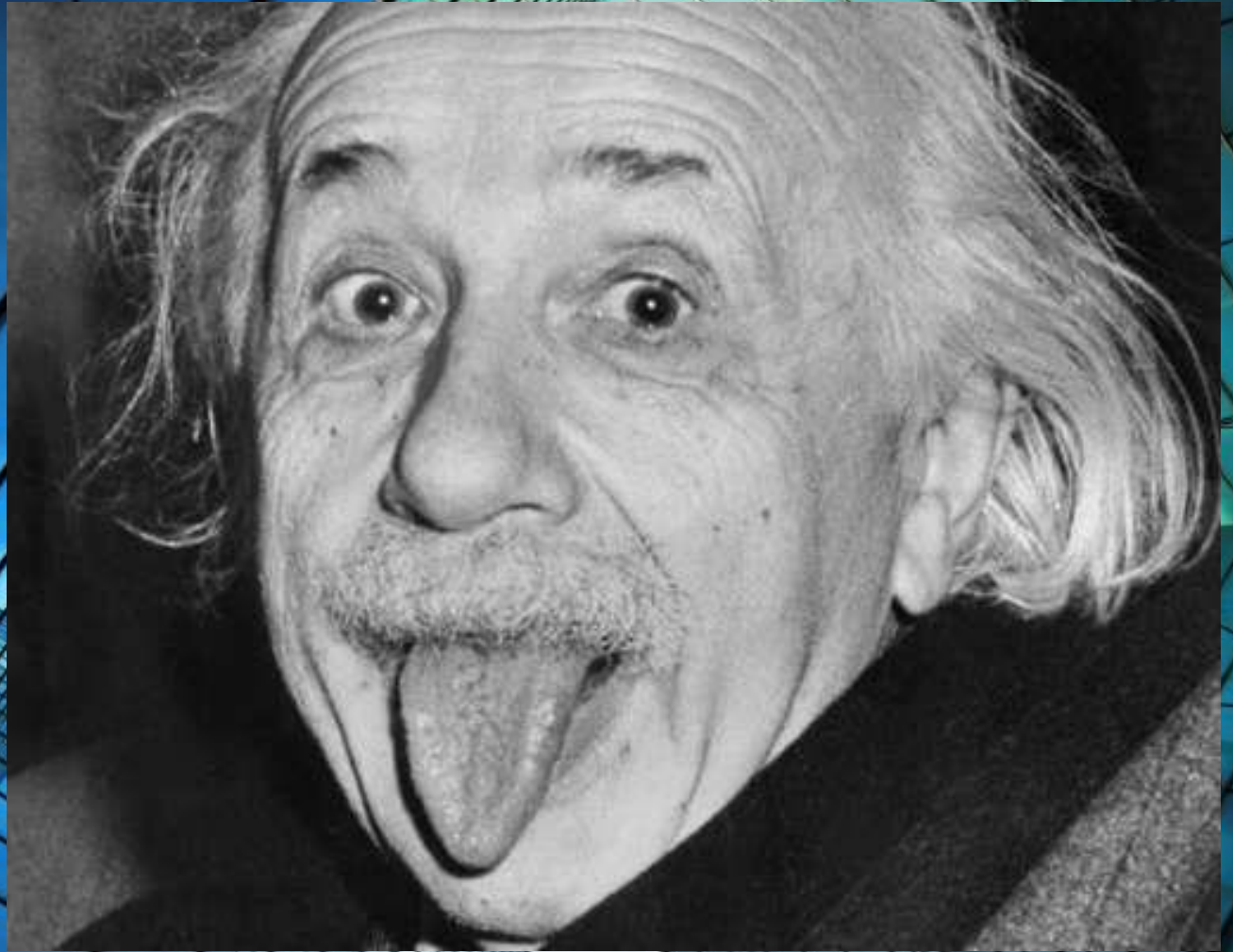


**Not everything
that can be
counted counts,
and not
everything that
counts can be
counted!**



- Why do we want to improve our service.
- How do we know where to make improvements.
- Representation V Regionalism.
- 'Needs' and 'Wants'.
- Marketing.

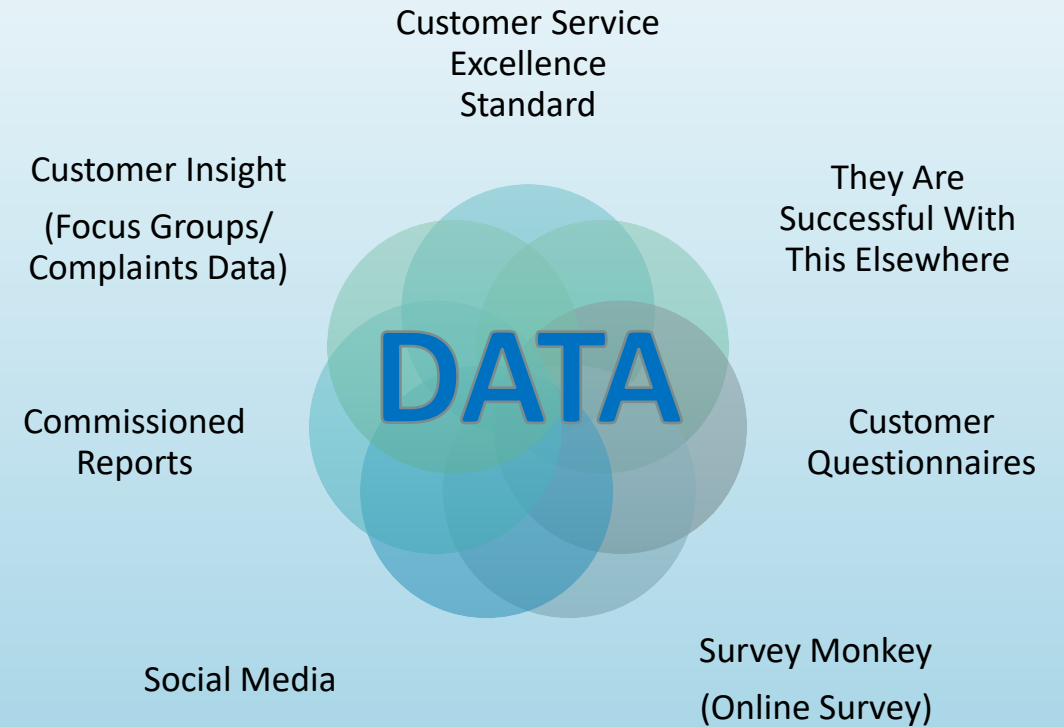
Introduction

‘Everybody gets so much information all day long
that they lose their common sense.’

Gertrude Stein – Writer, Poet and Novelist

Why Do We Want To Improve Our Service

- ‘We have always done it that way!’.
- ‘We don’t get any complaints!’
- ‘The FD’s must be happy they never attend our stakeholder meetings!’
- ‘That wont work in this area!’
- The latest ‘xxxxxx’ report says that we need to improve our xxxxx



Service Improvements

**‘Torture the Data, and it will
confess to anything’**

Ronald Coase – *Winner of the Nobel Prize in Economics*

Is the data a true representation of the Population.

Is the data gathered independently or on behalf of a company.

Is the data freely available for scrutiny.

Will the data be published.


Have social factors been included (human insight / regional factors)

Identify the Gaps – think back to the glass of water, the answer may not always be obvious.

HOW DO WE ASSESS WHERE TO MAKE IMPROVEMENTS?

**‘he uses statistics as a drunken man uses lampposts,
for support rather than for illumination’**

Jim Barksdale – CEO Netscape Communications Corporation



Sometimes
the word
'need' is
exaggerated

Need -

Something that is essential for survival like food, water or shelter.

Want -

Something that one doesn't really need, but if he/she had it, it makes life better.

Like.... (verb) wish for or want

'Needs' and 'Wants'

Data Scientists are involved with gathering data, massaging it into a tractable form, making tell its story, and presenting that story to others.

Mike Loukides - V.P. O'Reilly Media

Content Marketing

is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience – and ultimately, to drive profitable customer action.

Definition – Content Marketing Institute

- Content Marketing can uncover **'need'** by creating and distributing thought provoking content in the form of white papers, webinar content, email marketing, e books and blog posts.
- They may have analysts write about relevant data and best practices.
- They may exhibit at tradeshow and demo products that will address the consumers **'needs'**.
- And especially in the B2B world, creating a little bit of anxiety by challenging the status quo in a way to create/ uncover **'need'**.

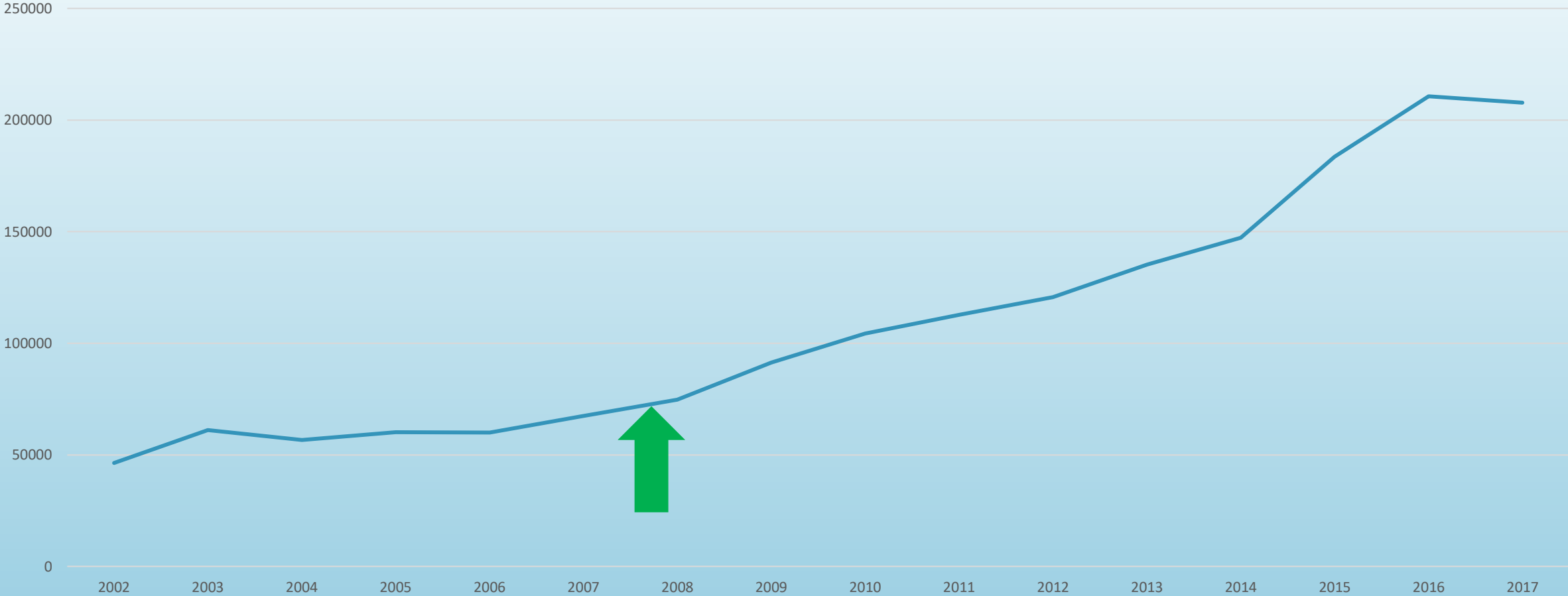
Marketing

Statistics are like bikinis.

**What they reveal is suggestive but
what they conceal is vital**

Aaron Levenstein - Business Professor at Baruch College

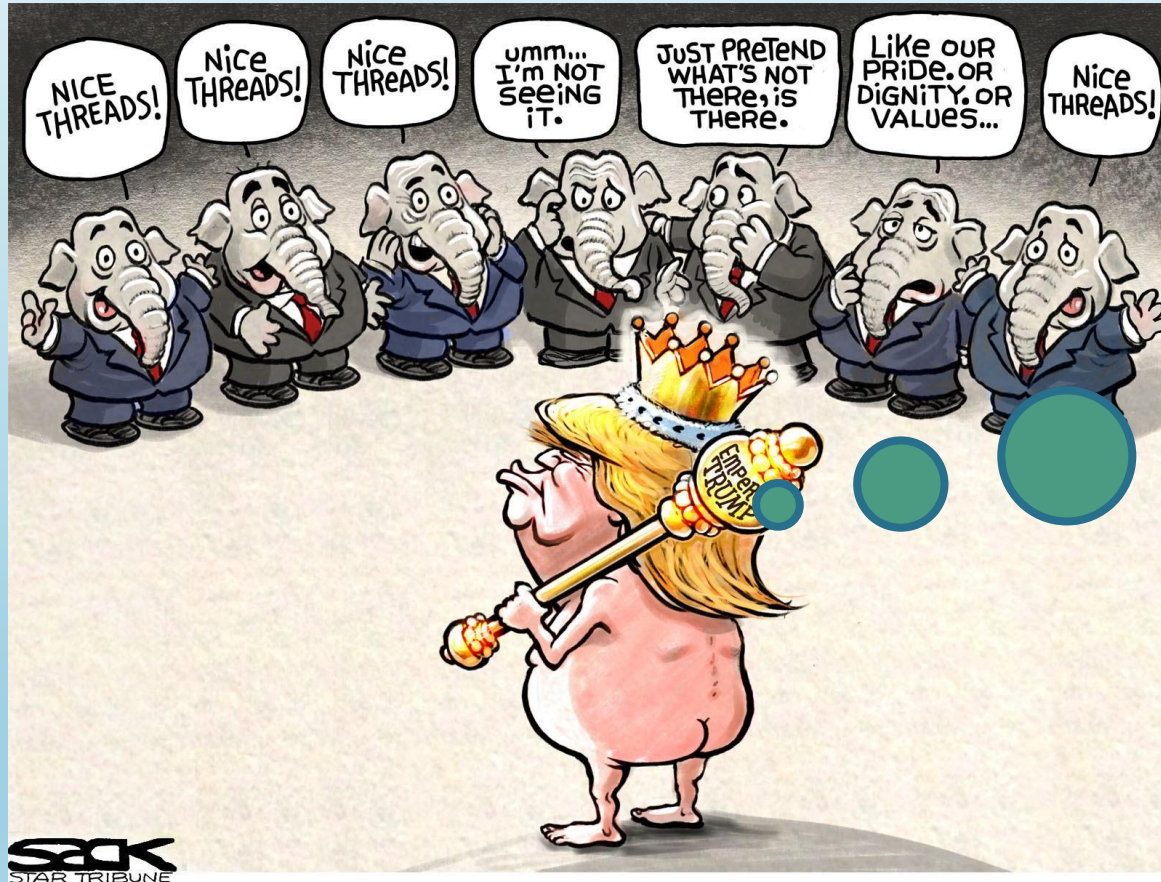
Sales



Funeral Plan Sales

Funeral Planning Authority Website

In Conclusion



If your analysis findings aren't capturing your audience's attention, you either have the wrong numbers or the wrong audience!

**Hope this
stimulates
debate....**



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