

eCourier.co.uk Win BeyeNETWORK 2008 Vision Award

eCourier.co.uk is delighted to receive the BeyeNETWORK 2008 Vision Award for Business Impact in Advanced Business Intelligence in conjunction with SeeWhy, the leader in real-time behavioural analytics. This inaugural award recognises companies using used BI software and technology to positively impact their organisations.

eCourier.co.uk integrate the SeeWhy software solution into their back office systems through a series of interlocking real-time analytic applications, underpinned by a common individual behavioral profile of each customer, enabling them to build a unique behavioural profile of every client, deepen relationships, drive revenues and reduce risk.

“There is a renewed emphasis on the creation and implementation of strategic vision that aligns company goals and provides true business value,” said Mary Jo Nott, executive editor of the BeyeNETWORK. “SeeWhy and eCourier.co.uk deliver on this vision which has resulted in measurable business impact. The results achieved by these two companies exemplify the kind of industry leadership we wanted to share through these awards.”

eCourier.co.uk created the first fully automated despatch solution which intelligently matches the best-placed couriers with deliveries using sophisticated predictive algorithms along with other technology-driven enhancements that have improved every aspect of the company’s operation. Said Jay Bregman, CTO of eCourier.co.uk, “Customer acquisition and retention are critical elements of success in the courier business. Any improvement in these areas can create a significant competitive edge. SeeWhy’s technology has been invaluable for client retention and customer relationship marketing. In fact, we are now able to retain 70 percent of clients who were considering alternative services. We are delighted the BeyeNETWORK has recognized this work.”

“As evidenced by its rapid growth and exceptional business model, eCourier.co.uk has got things right by encouraging and leveraging the online channel,” said Charles Nicholls, CEO of SeeWhy Software. “Instead of looking at all their clients’ behaviour in the same way, they have taken advantage of SeeWhy to understand the digital mood and patterns of their customers as individuals. By doing this, they are light years ahead of their competitors and stand to continue their impressive run. This award is further validation of our approach and the advances being made by companies like eCourier.co.uk.”

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