



ICF Journey+™ Data Analytics

Companies generate massive amounts of data about their customers—from response to marketing efforts and social networks to call center behavior and online self-service behaviors. While this information is useful, many organizations struggle with how to make sense of the multiple data sources.

When collected and interpreted correctly, data can support the development of accurate customer segments. The data can inform decisions on how to effectively reach and engage customers, thus impacting and enhancing their overall experience.

Contact us to learn more about how **ICF Journey+** can help your organization.

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ICF International uses its Strategic Intelligence Management System (SIMS) to collect, process, stitch together, and clean multiple client and nonclient data sets. SIMS cost-effectively empowers organizations to segment customers and make smart, strategic decisions about customers' experience, execution and personalization of outreach efforts, and optimization of budgets.

Example 1: For a health insurer, ICF analyzed existing member data along with third-party demographic and behavioral data to identify and locate top outreach target populations. ICF also assessed their lifestyles, behaviors, and media preferences to inform media and communications strategies for enrollment efforts. With further analysis, we aligned opportunity markets with the health plan's existing provider network to ensure outreach efforts could be dialed up and down depending on the availability of providers in the area. We also considered and compared competitors' pricing to identify those markets where our client had the advantage. The resulting messaging informed customers of the cost advantages of purchasing our client's products.

Example 2: For a utility, ICF identified, profiled, and provided scores for customers most likely to participate in and benefit from utility offerings. A targeted, personalized marketing strategy was then implemented. As a result of the use of SIMS targeting insights, the utility realized direct outreach response rates four to five times greater than industry standards. ICF continues to track the effectiveness of marketing initiatives and campaigns to drive continuous improvement and value creation.

About ICF International

ICF International (NASDAQ:ICFI) provides professional services and technology solutions that deliver beneficial impact in areas critical to the world's future. ICF is fluent in the language of change, whether driven by markets, technology, or policy. Since 1969, we have combined a passion for our work with deep industry expertise to tackle our clients' most important challenges. We partner with clients around the globe—advising, executing, innovating—to help them define and achieve success. ICF's website is www.icfi.com.