

GIS supports target marketing for phone provider



National Teleconnect, based out of Sault Ste. Marie, Ontario, has discovered the power of GIS to help direct their marketing efforts and target new service areas. National Teleconnect is a reseller of telephone services and their clients are typically people who have been denied other companies' telephone services or have had their services discontinued. In analyzing their client database National Teleconnect recognized that their clients typically live in certain pockets of the community. The most effective way to reach their target market directly is to focus their marketing to the areas surrounding their existing clients.

"There are obvious hot-spots in our client database," said Mark McPherson, General Manager, National Teleconnect. "In analyzing the database you see recurring street names and postal codes and we have been successful by directing our marketing to the areas around certain neighbourhoods."

In May of 2005, National Teleconnect seized the opportunity to use GIS to map their client-data using the services of the Sault Ste. Marie Innovation Centre Community Geomatics Centre (CGC). The CGC promotes and establishes the partnerships and technological means to efficiently share geospatial data, tools, technology, and knowledge among community organizations. Generally, the data sharing is by

postal code, neighborhood, or census tract area. The CGC serves many partners in the community and their GIS model uses ESRI's ArcGIS software suite. National Teleconnect's maps were created by geocoding by postal code

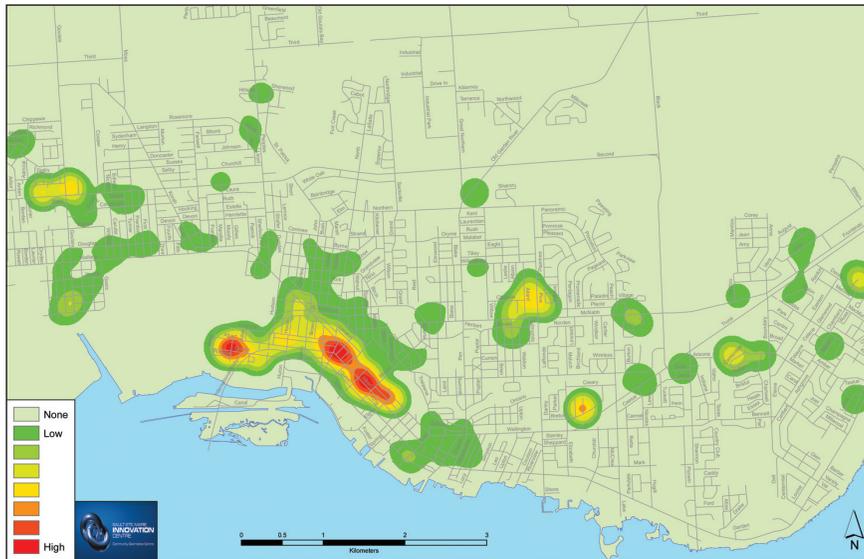
now has a new service outlet in that area and its client base surrounding the new service outlet has increased. In 2006, National Teleconnect updated their GIS client map and saw client growth in the new service area and increased sales in the areas where they targeted their marketing.

"Using GIS to map our client information has helped us save money by helping us direct our marketing," said Mark McPherson, "and it has helped us increase our client base by identifying new target areas and under-served areas."

In the future, Mark McPherson would like to use GIS every time National Teleconnect expands its services to a new city to get familiar with the area quickly and

target their marketing to potential clients immediately.

"It doesn't take long to use up your marketing budget," said Mark McPherson, "but with GIS, you can intelligently spend your marketing dollars and use valid data to have the best possible chance of reaching your target market."



Density mapping of National Teleconnect's clients in Sault Ste. Marie, Ontario.

to produce a map that illustrates the high-density client pockets in the community.

"The maps provide a more comprehensive view of potential target markets," said Mark McPherson. "Formerly, we used our client database to target our marketing efforts to the recurring postal codes and street names, but the GIS maps capture all of the street names and postal codes in close proximity to our clients."

The maps also identified a gap in National Teleconnect's retail service outlets and that created a challenge for clients in one area in managing their accounts. National Teleconnect

National Teleconnect
www.nationalteleconnect.com