

Kalahari.net to use Cognos to analyse customers

Comparex Africa is to implement a business intelligence solution to analyse customer information for Kalahari.net, SA's largest online e-tail company. Use will be made of two Cognos products: PowerPlay, a multidimensional analysis tool, and Impromptu, which determines customers' buying patterns - what they buy, how, when, where and why.

"Using this information, we can exercise selective marketing by dividing customers into specific niches of interests and tastes, and direct regular outward-bound communications precisely to those target markets," says Gary Hadfield, Kalahari.net's marketing manager.

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