Our value proposal lies in "business value focus" and "end-to-end" implementation insight.

Obama Mines for Voters With High-Tech Tools
NY Times

With a "chief scientist" specializing in consumer behavior, an "analytics department" monitoring voter trends, and a squad of dozens huddled at computer screens editing video or writing code, the sprawling office complex inside One Prudential Plaza looks like a corporate research and development lab — Ping-Pong table and all. *continue*

How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did
Forbes

Every time you go shopping, you share intimate details about your consumption patterns with retailers. And many of those retailers are studying those details to figure out what you like, what you need, and which coupons are most likely to make you happy. Target, for example, has figured out how to data-mine its way into your womb, to figure out whether you have a baby on the way long before you need to start buying diapers. *continue*

What does "Crede" mean?

Wiktionary defines Crede as the 'Second-person singular present active imperative of "crēdō"'. In short, it means "believe!" in Latin. The latin word is associated with english words of credibility, belief and creed.

Analytics in Outsourcing: Who is going to hang-up first?
Crede Consulting – Ahmet Kocamaz

Outsourcing is not a new pradigm for the business world but there are new tools that both oursourcers and outsourcees can use.
Risk and product propensity scorecards are the typical tools but an interesting example is the "hang-up scorecard". In a call center operations scenario, one of the KPIs is "number of dropped calls". In order to keep this metric low, it's quite useful to know who is likely to hang up after waiting 5 or 10 minutes. Obviously some priority should be given to those impatient customers. This kind of prediction requires working on hundreds of derived variables, significant amount of historical data and data mining algorithms to choose the best predictive model.
Key Performance Indicator (KPI) determination and goal setting is another crucial element for the success of the outsourced service. An adequate number of explicitly defined KPIs should be form the basis for a service level agreement between the outsourcer and outsourcee. It's not only setting up the KPIs but also periodic reviewing of service-level KPI's is essential. A monitoring cycle should not be more than a month since possible service problems are better exposed as early as possible. *continue*

About Us
Crede is a management consulting company delivering solutions on marketing and risk analytics and data mining. Crede has the … of delivering its proposed solutions with its client by playing an active role in the implementation phase.
Please visit www.crede.com.tr for further details.