

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

Big Data in Human Resources: Talent Analytics Comes of Age

Forbes / Josh Bersin

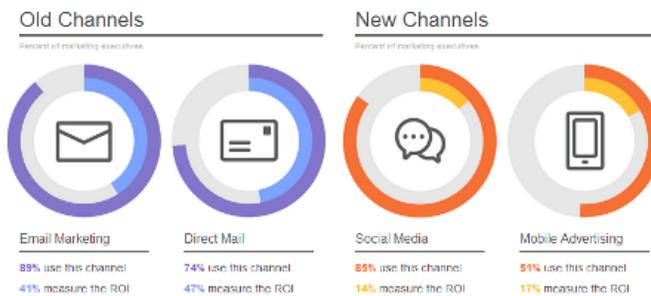


There are around 160 million workers in the US alone, and most companys' largest expense is payroll. In fact in most businesses payroll is 40% or more of total revenue, meaning that total US payroll expense is many billions of dollars.

How well do organizations truly understand what drives performance among their workforce... [continue](#)

The Hyper-Connected Consumer: Why Every Tweet Matters

IBM / Marry Garret



Marketers have always tried to get to know their customers, but did so by profiling broad demographics such as "men 18-34." What's different now in the era of "Big Data" is how much consumers are telling marketers through their comments... [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.

Customer Segmentation in 5 Questions

Crede Consulting / Hasan Okyar Bayraktar



Customer segmentation is the practice of dividing a company's customers into groups relevant to the particular business. It is grouping customers in a way that, each group members should be similar

to each other in demographic, behavioral or psychographic aspects. This grouping is done to deliver relevant and specific offers, promotions or information to the customer, yet to keep the complexity at a certain level that would not exhaust the CRM unit of the company.

Nowadays every customer expects a special care and solution to his needs. Therefore winning the loyalty of each customer passes from the right communication of offers, promotions and even advertising... [continue](#)

About Us

Crede is an information based management consulting company delivering solutions on marketing and risk analytics and data mining. Crede has the ability of delivering its proposed solutions with its client by playing an active role in the implementation phase.