

TDWI EDUCATION

In-Depth Business Intelligence and
Data Warehousing Education

Monday Keynote

Leveraging Business Intelligence To Stay on Top of the Competition: Monster's Evolution from Good to Great

Monday, May 10, 2010
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Leveraging Business Intelligence To Stay on Top of the Competition

Monster's BI Evolution from Good to Great

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May 2010

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Agenda

- ❑ Overview
- ❑ Monster & its BI Vision
- ❑ BI Successful Implementation
- ❑ From Good To Great: BI Examples
- ❑ Key Takeaways & Conclusion

Overview

Online Recruitment At a Glance

Monster Background

Some Key Statistics

Online recruitment is one the fastest growing industries where major players are facing management challenges, including how to:

- ❑ **Increase Customer Retention**
- ❑ **Increase Market Share**
- ❑ **Increase Customer Wallet Share and Profitability**
- ❑ **Manage Competition from Paid sites, Social Networks and Free sites**

To maintain its competitive advantage, Monster has taken the data driven road by leveraging Research, Business Intelligence and Predictive Analytics to support its overall decision making process across all regions.

Overview

Online Recruitment At A Glance

Monster Background

Some Key Statistics

Monster has been the pioneer in the online recruitment industry:

- ❑ **Monster was the first public job search company on the Internet.**
- ❑ **The first public resume database in the world and the first to have job search agents or job alerts.**
- ❑ **Monster was the 454th commercial website in the world.**
- ❑ **Monster is the leader in online recruitment and is present in 55 countries across the world (NA,EU,APAC).**

*<< Monster strives to bring people together to advance their lives.
With a local presence in key markets in North America, Europe, and Asia, Monster works for everyone by connecting employers with quality job seekers at all levels and by providing personalized career advice to consumers globally.>>*

Overview

Online Recruitment At A Glance

Monster Background

Some Key Statistics

Some key statistics why Business Intelligence appears to be the cornerstone for Monster to maintain its competitive advantage:

- ❑ Since its inception, Monster has collected more than 110M resumes.
- ❑ There were 233M visits to Monster Sites in Q1 2009 who conducted more than 926M job searches.
- ❑ There are 18M companies in US and 1.7M in Canada and the majority of them are currently using Monster.
- ❑ Monster manages data and analytics from Employers' Job Postings and Job Seekers' resumes behavior.

"Business Intelligence, and the intellectual capital that develops from it, has rapidly become the way successful companies differentiate themselves in their sector.

In order to leverage Business Intelligence fully, an organization must have executive sponsorship, a clearly defined strategy and a bias-to-action in the information that is distributed throughout the organization."

Jesse Harriott SVP Chief Knowledge Officer Monster Worldwide

Monster and its BI Vision

BI Mandate

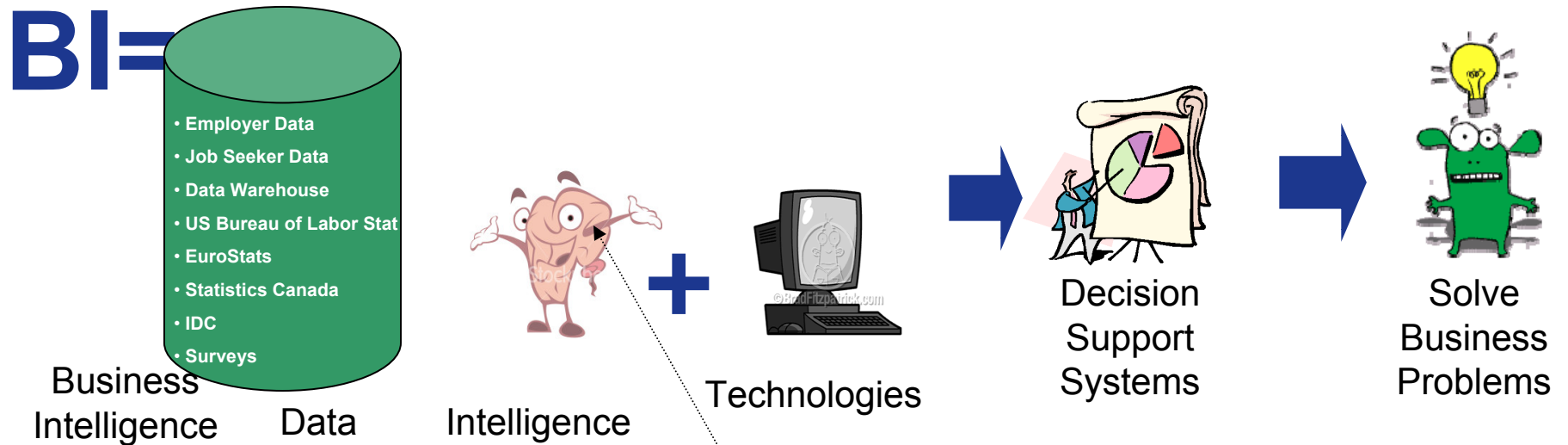
Data Driven Competitive Advantage

BI Virtuous Process

Knowledge Maturity

BI Mandate:

Develop & Implement Employers, Job Seekers and Market knowledge to provide Strategic Intelligence to the Business for Best Practices and Profitable Actions



That's a brain...

Monster and its BI Vision

BI Mandate

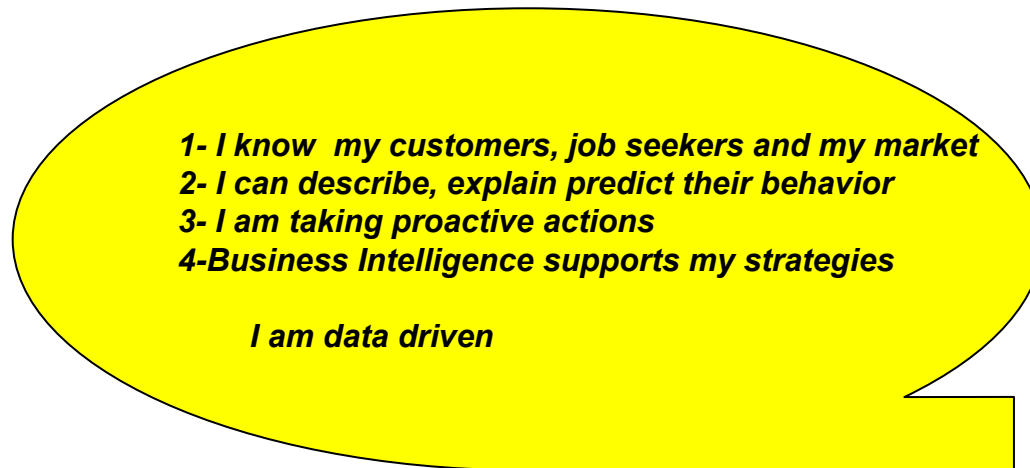
Data Driven Competitive Advantage

BI Virtuous Process

Knowledge Maturity

Monster's Competitive Advantage:

Be a data driven company and integrate BI in Sales, Customer Service and Marketing.
Constantly Leverage BI Virtuous Process and Baby Steps Knowledge Maturity approaches.



**Monster
Proactive**



**Competition
Reactive**

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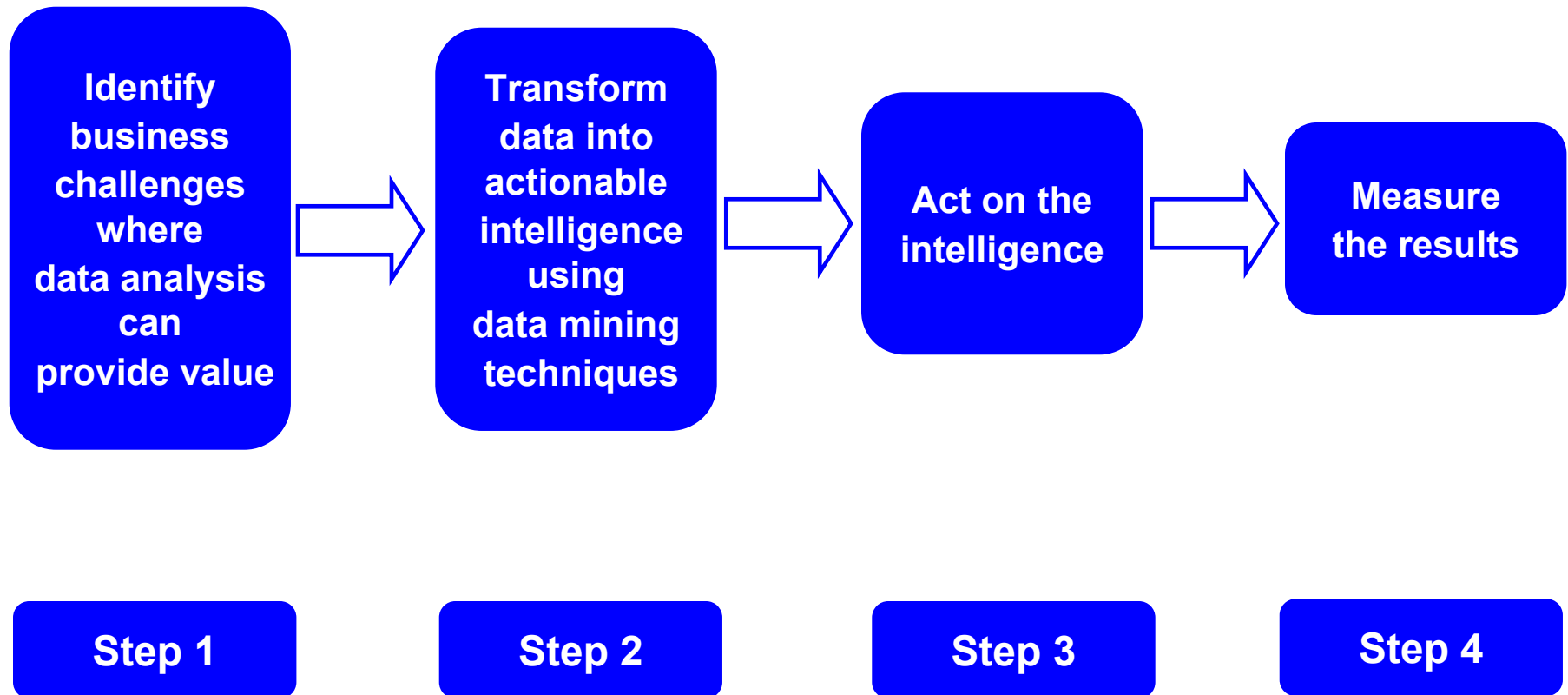
Monster and its BI Vision

BI Mandate

Data Driven Competitive Advantage

BI Virtuous Process

Knowledge Maturity



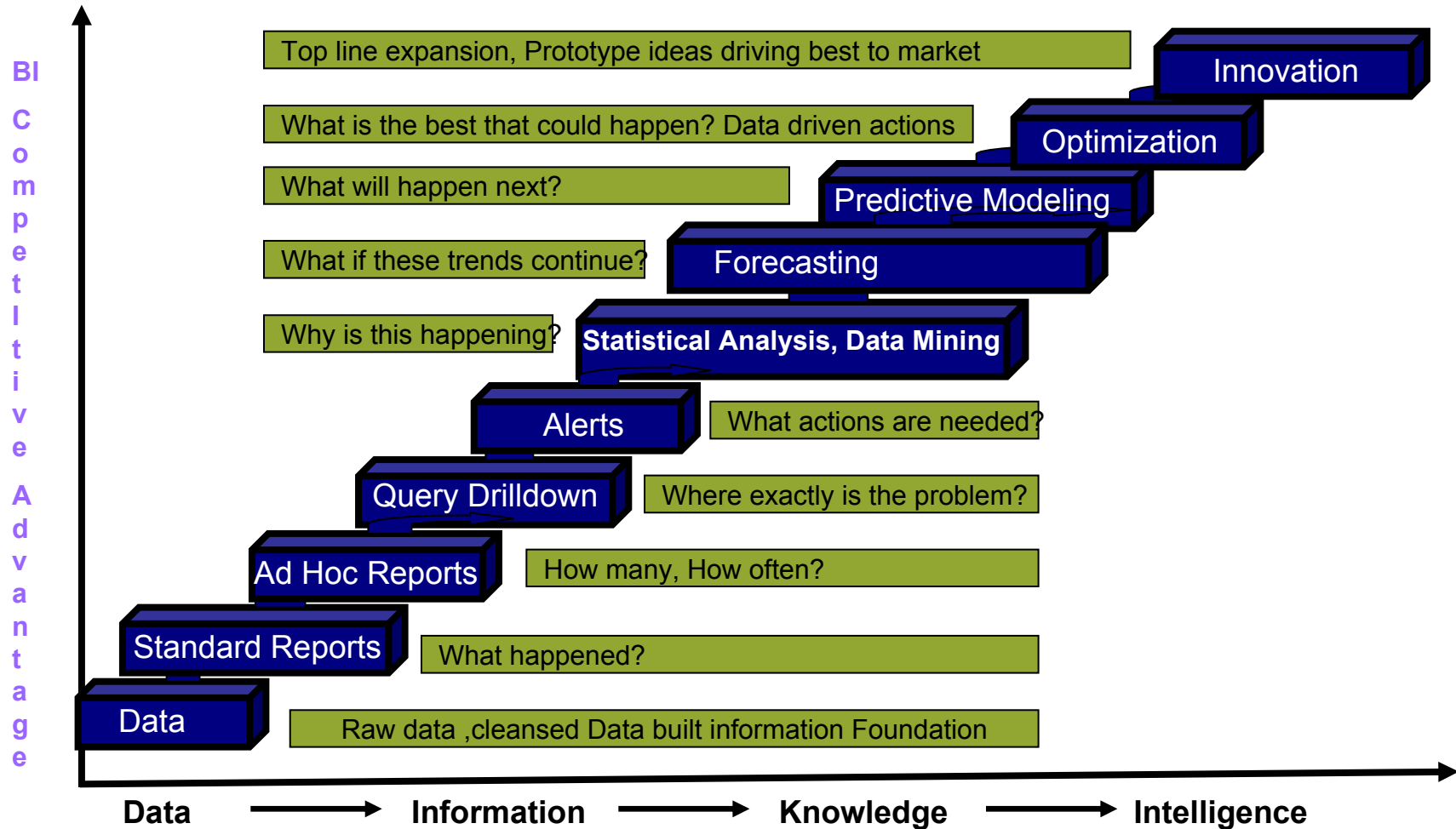
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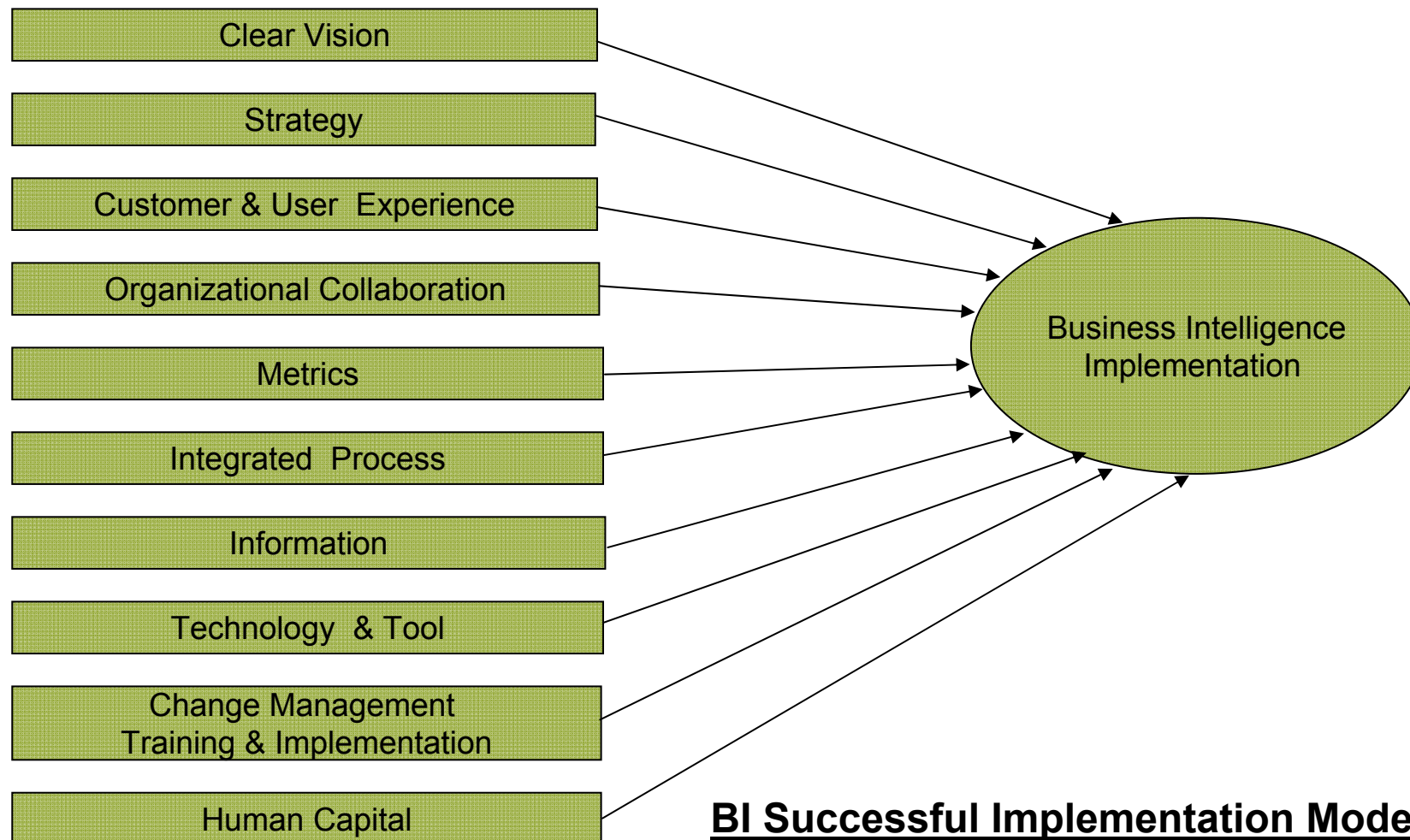


BI Implementation Success Criteria

Implementation Model

Knowledge Maturity Baby Steps

BI Evolution Cases

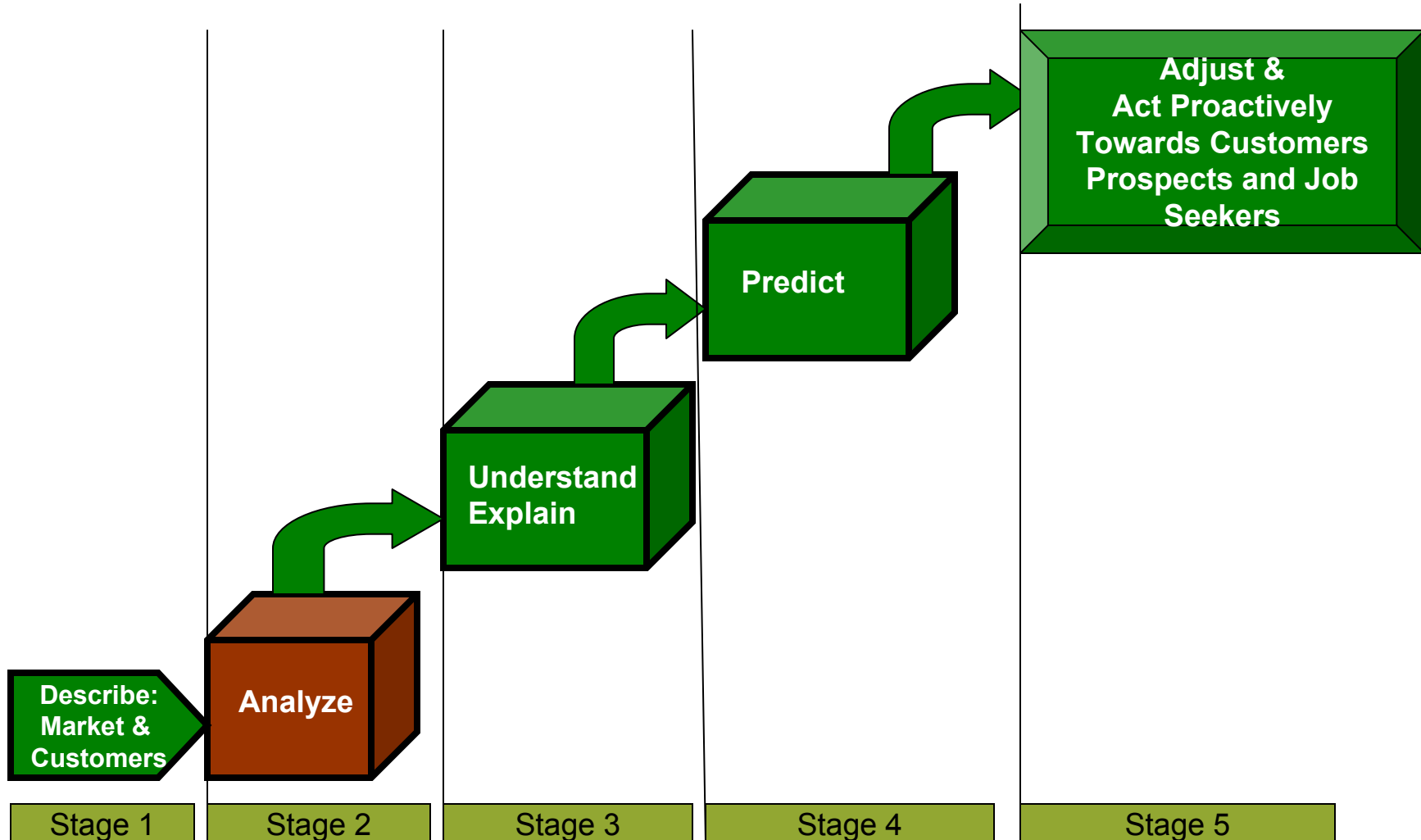


BI Implementation Success Criteria

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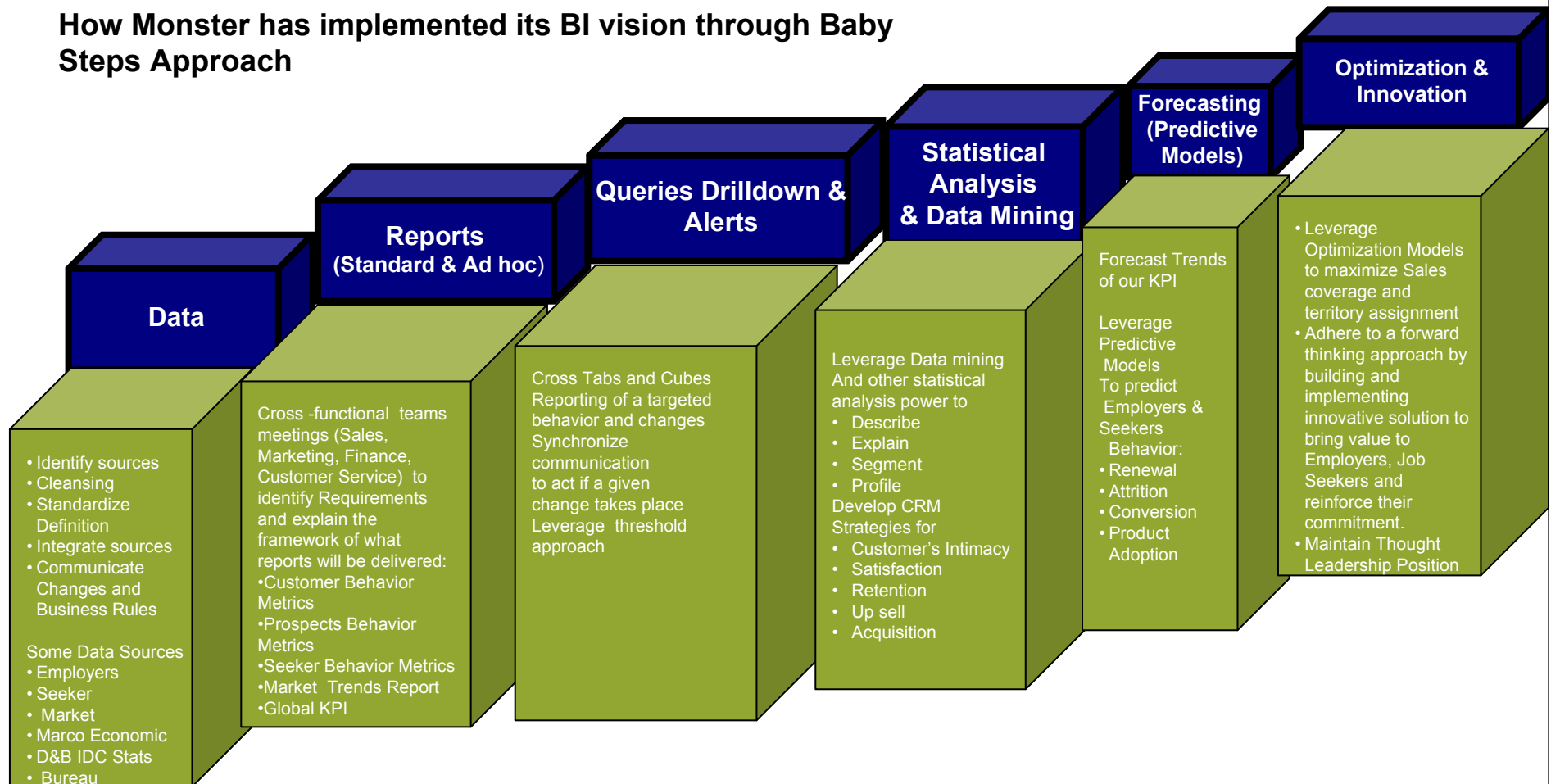
BI Implementation Success Criteria

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BI Evolution Cases

How Monster has implemented its BI vision through Baby Steps Approach



From Good to Great BI Examples

BI Solutions for Business Challenges

Sale Coverage Optimization Case

Global Implementation

Business Challenges

Global Business Intelligence Solutions

Reduce Customer Attrition



- Customers attrition predictive model (proactive campaigns).
- Customer Life Cycle Management Matrix + GCK Tool
- Job Posting Performance Benchmarking Tool (Optimizer) IBS + CPA Program, Predictive Optimizer
- Customer Satisfaction Tracking, CLTV

Acquire New Business



- Global Segmentation & Scoring Models
- Prospect Propensity Models, Leads Scoring Models

Up Sell Existing Customer & Maximize Sales Coverage



- Global Scoring, Segmentation & Profiling
- Global Customer Knowledge Tool
- RFM segmentation & BI Score Profiling targeting
- Segmentation Matrix
- Customer Life Time Value Segmentation
- Sale Coverage Optimization Model

Global Account Management



Effective Targeting for Marketing



Sales Activity Support



- Optimizer Tool, Stats tool, KPI, KSI Dashboards

Increase Seeker Traffic & Employers' Experience



- Seeker Segmentation and Profiling, Career path and Benchmarking
- Seeker Behavior Predictive Modeling
- Resume & Job Posting Keyword Predictive Tool

Thought Leadership



- Monster Employment Index , Customer Satisfaction and Brand Awareness

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From Good to Great BI Examples

BI solutions for Business Challenges

Sale Coverage Optimization Case

Global Implementation

Purpose

Score & Segment Canadian universe of 1.7M companies

Goal

Identify best customers for growth and equip sales with product & marketing support to capture high value potential

Inputs Factors

D&B Firm Graphic Data

Macro Economic Data

Transactional Data

Online & Offline Posting Data

Seeker & Traffic Data

Data Mining

Regressions Models, Decision Tree, Neural Network

Outputs Score & Segments

Score 0 to 100

Define Segments High, Medium, Low

Outputs Implications

Acquisition Retention & Up-sell prioritization

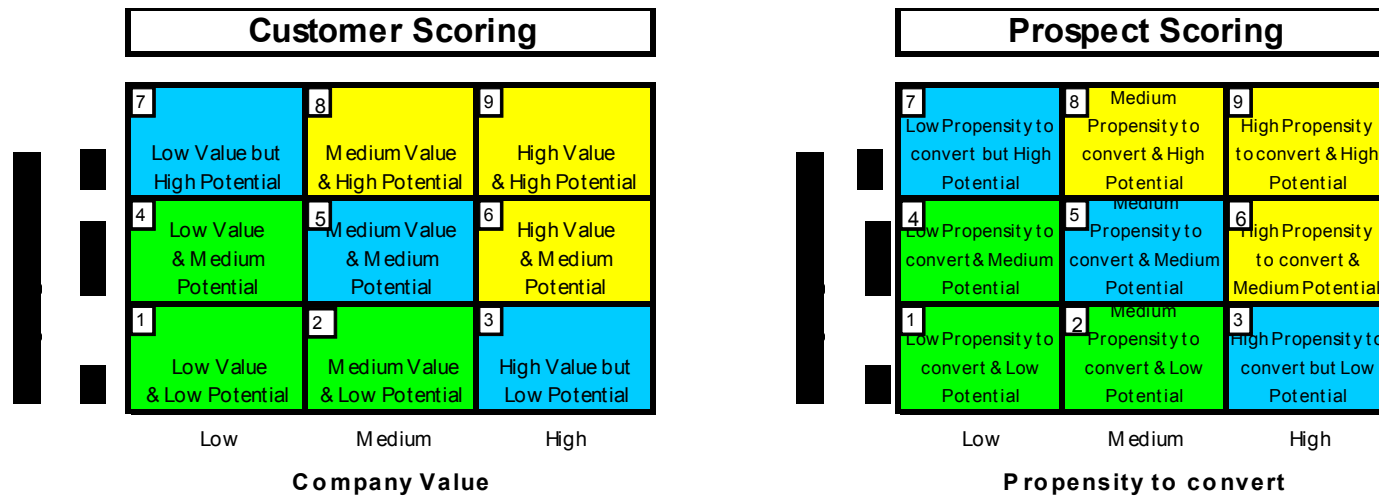
From Good to Great BI Examples

BI solutions for Business Challenges

Sale Coverage Optimization Case

Global Implementation

Build the Segmentation Matrix



Company Value :(last 12,24,36 months or life time spend)

Company Potential :Opportunity score from data mining scoring model

Propensity to convert :likelihood that a brand new prospect will purchase within the next month:

Scoring helps Acquisition Retention and up-sell activities prioritization

From Good to Great BI Examples

BI solutions for Business Challenges

Sale Coverage Optimization Case

Global Implementation

Define CRM strategies and activities for each segment and Track Results



From Good to Great BI Examples

BI solutions for Business Challenges

Sale Coverage Optimization Case

Global Implementation



Monster's BI Solution Evolution

1-Build at any location to test, learn and adjust to expand to all regions globally

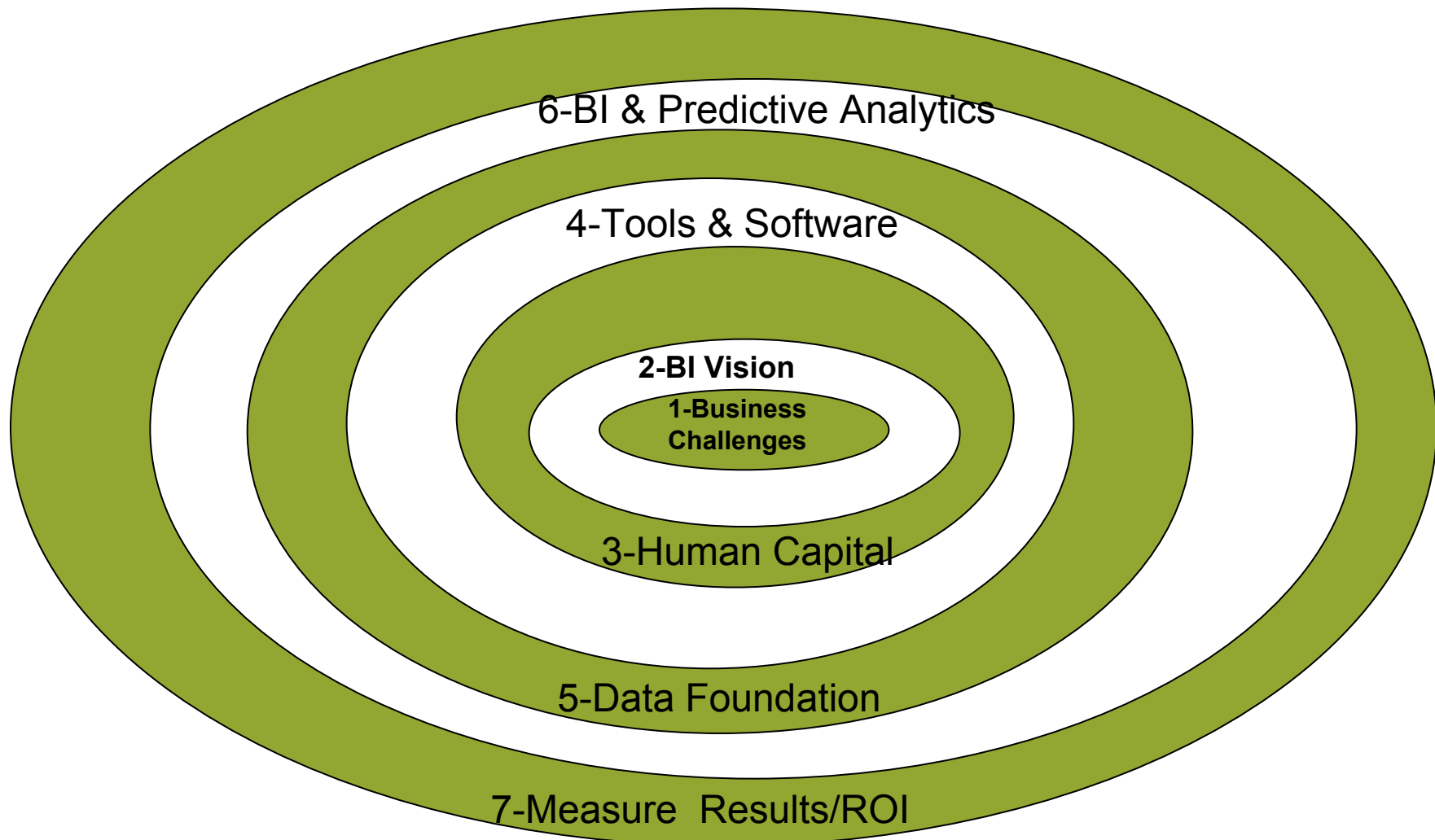
2-It's working and successful, let's apply it in other regions to maximize the ROI

Global Segmentation Scoring Implementation Baby Steps Approach

Conclusions & Takeaways

Conclusions

Takeaways



Conclusions & Takeaways

Conclusions

Takeaways

R1: BI Vision Mandate

R2: Knowledge Maturity Data Analysis: Baby Steps

R3: BI Successful Implementation Model

**R4: Segmentation Matrix for CRM activities
(Sales and Marketing)**

Questions? Comments?

Thank You!

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