

What's New in 2009

Each year, we have the opportunity to further improve the products and services we provide. In discussion with our clients and partners, Client Services and Client Management are incorporating several changes into our next release. Here is a taste of what to look for in 2009:

1) Monthly release of our enhanced Postal Code conversion files (PCCF).

In 2009, the total number of postal codes increased from 807,774 to 820,814. Monthly releases of our enhanced PCCF file will enable our clients to direct mail to new postal codes throughout the year.

2) New SuperCensus Attributes

In the past year, we have received many requests for information on ethnicity in Canada and for more detailed information on net wealth and disposable (i.e. after tax) income. The 2009 SuperCensus release will include more detailed information on both of these hot topics. Note that 2009 is the first year when the entire 2006 census results were available for our predictions.

3) New Automotive and Financial Market Reports

Together with our Automotive and Financial clients Gen5 has developed a series of new specialized reports that provide a clear picture of consumer behaviour. Pulling data from a variety of sources, our new 2009 Automotive and Financial Wallet reports identify fresh new customers as overall consumption, in these recently volatile markets, has changed.

4) Enhanced Traffic Counts

The release of traffic count information has been successful, providing our real estate and market forecasting clients with a better understanding of traffic flows and volumes. The 2009 release has been updated to include volume and associated postal codes. Traffic patterns in Montreal have been recently updated as well.

5) New Digital Canadians attributes

As with Traffic Counts, both Delvinia Digital Canadians and Digital Mosaic have been popular products, providing information about life plans and attitudes towards consumer technology. In 2009, we will provide more attributes collected from on-line respondents.

In addition to providing new predictions, we are streamlining the delivery of our products to our clients. Enhancements to the Client Services practice include:

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- Automated processing of Customer Household lists will shorten the time required and will enhance our results. Automation is delivering target lists more quickly. These efficiencies now allow us to incorporate results from past projects; thus, increasing response rates and lowering cost per acquisition as a program progresses.
- FTP exchange of large files. Currently, new software and predictions are delivered with DVDS and CDs. **For 2009 we are testing a secure FTP site that will enable the reliable electronic exchange** of large files with our clients.

As in 2008, we want to provide better and more frequent communications between our clients and ourselves. To facilitate this:

- The client services team averages 30-45 inquiries every week from 300 users. We are now evaluating the implementation of a "User Forum" site for openly sharing the resolutions and discussions that Simon, Sean, Melissa and Oswald are having about software, consumer intelligence, and analysis.
- In 2008, we had an initial Customer Council meeting which provided a representative group of clients to give their opinion on G5 products and delivery, and offer suggestions for improvement. In 2009, G5 will be hosting two Customer Council meetings, in Spring and Fall.
- The monthly newsletters and webinars have proven to be both popular and helpful. We will continue both of these initiatives in 2009.

If you would like more information on these or any other G5 product or service, please contact your G5 representative at any time. Best wishes for a happy and successful 2009.