

## **Total Customer Analytics Launched for Complete Customer Analysis**

Littleton, CO. February 21, 2012 -- Total Customer Analytics, a new service providing a complete customer analysis, was launched today by InfoTech Marketing. The service combines eight analytical techniques into one, affordable, easy-to-use service.

“Total Customer Analytics provides clients the in-depth customer analysis required to stay ahead of the competition,” Tim Walters, President of InfoTech Marketing, stated. “Customer analytics provides clients actionable information to grow their business.”

The service includes a 100-200 slide PowerPoint presentation summarizing the analysis; a customer data file with numerous appends; one hour consulting presentation explaining the results; and other files showing industry penetration, geographic penetration, etc. To obtain the analysis, the company must provide only two files: a customer master file and a transaction file.

“Total Customer Analytics is ideal for mid-sized and small companies seeking thorough customer insight,” Walters added. “By standardizing some customer analysis elements, companies gain access to decision trees and other advanced analytics that were previously only available through expensive custom analysis.”

Sales and marketers interested in obtaining more information about Total Customer Analytics can visit [www.totalcustomeranalytics.com](http://www.totalcustomeranalytics.com) or contact Tim Walters at 720-732-4588. InfoTech Marketing is a Littleton, CO based marketing consulting company focusing on application of information and new technologies to marketing.

### Contact:

Tim Walters, InfoTech Marketing  
720-732-4588, [tim@infotechmarketing.net](mailto:tim@infotechmarketing.net)  
[www.totalcustomeranalytics.com](http://www.totalcustomeranalytics.com)

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