



How to reach the right customers for new products and services

The information provided by land-administration organisations is of great value for society. Traditionally, the data are registered to provide administrative and mapping information on separate entries: parcels, property borders, mortgage price, legal ownership and rights of use. The main customer groups for such information are notaries and surveyors. However, if a land-administration system is digital and up-to-date, its data can be addressed as an integral dataset. Data can be accumulated and combined, creating new types of information for new customer groups. For instance: average mortgage prices for banks, average purchase prices and price developments for municipalities, insurance companies and private persons. Indicated for whichever area selection. In order to know which customers desire which products, solid orientation is required. Kadaster has developed and marketed an extensive product range for a wide variety of customer groups. Customer orientation leading to customer satisfaction.

Our activities

Analysis

Making an inventory of current and potential customers, products and services. Defining the quality, frequency and pricing of potentially new products and services. The analysis includes requirements for organisation set-up.

Development

Developing proposals for new products, services, distribution channels, the required quality and quantity of personnel and necessary organisation set-up. Including suggestions for improved customer relations.

Implementation Plan and Training

Establishing an implementation plan for a sound marketing organisation. Including an intensive training programme, not only for managers and personnel, but also for customers.

Your benefits

Use of the latest technologies

Making use of the recent marketing experiences of Kadaster the client can benefit from this knowledge and tailor it to their own organisation.

Higher efficiency and quality

When customers experience that the products they receive are indeed made to suit their needs, satisfaction is guaranteed. Improved relations with the customer will create a lasting basis regarding product development.



New products and services

Elaborate orientation provides insight into which customer groups are interested in which new products and services. A platform is created for discussing developments, creating opportunities and new turnover.

Project samples

Romania, 2009: Support for Monitoring of the Real Estate Market

- Financed by the Dutch Government, € 0.32m
- Creating improved insight into price developments in the real estate market, bringing together data from various sources. Developing the IT-application for handling the data and calculating the price developments.

Contact information

website: www.kadaster.nl/international