

Drive optimized customer interaction at the point of contact, based on predicted outcomes and behavior to achieve desired results



CYPRUS
INSTITUTE
of MARKETING
THE CYPRUS
BUSINESS SCHOOL



CUSTOMER ANALYSIS

TRENDS

NEEDS

EVALUATION

CUSTOMER
SATISFACTION

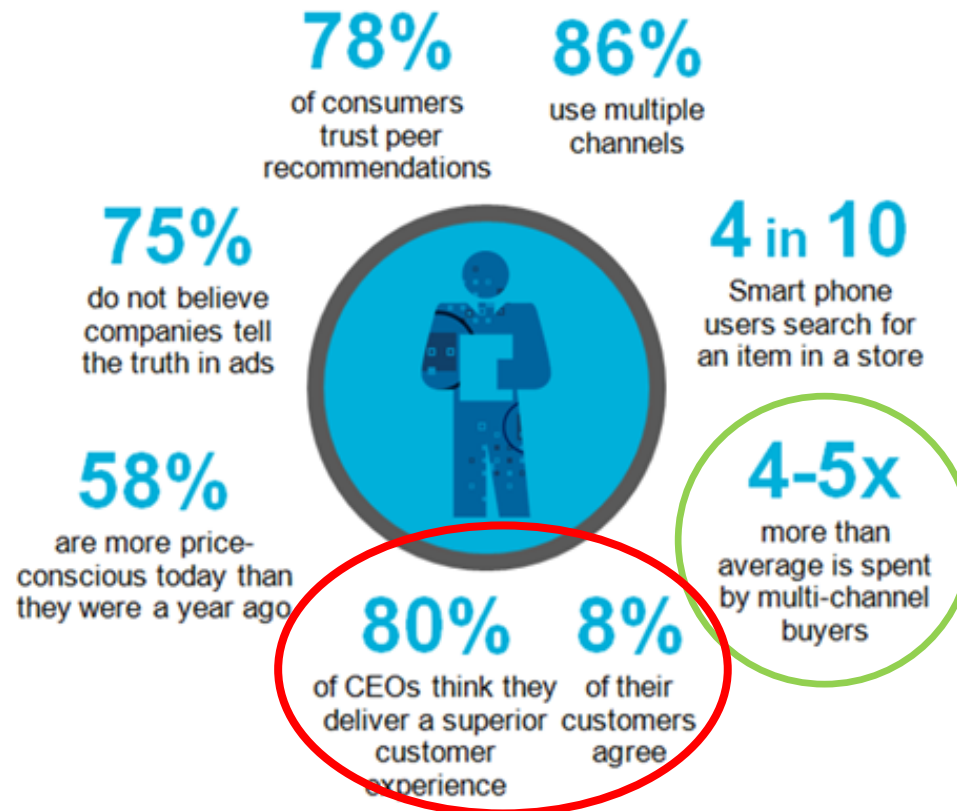
REVENUE

Today's customers live out loud



Age of the Empowered Customer

Organizations have two seconds – the elevator ride – to connect with a customer
It is a single moment of truth



Moment of truth



Create a market of One: putting the puzzle pieces together



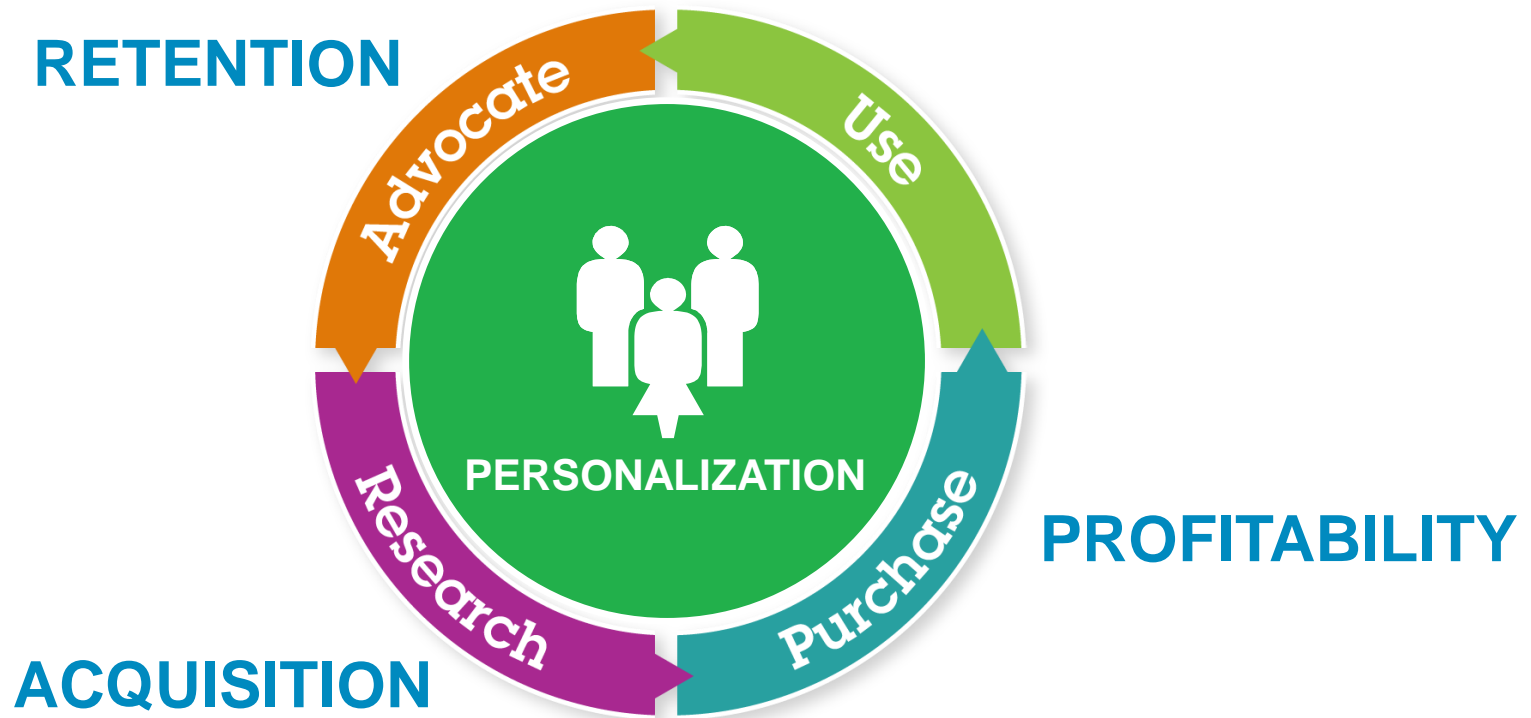
Descriptive
Who?
 Demographic information
 Attributes, characteristics

Behavioral
What?
 Orders, transactions,
 usage history

Interaction
How?
 Call center notes, web click
 streams, email

Attitudinal
Why?
 Opinions, preferences, desires

Acquire, Grow & Retain customers by improving customer interactions and relationships by harnessing all customer data



Predictive Customer Intelligence key capabilities

ANALYZE data
to gain critical insights



Predictive
Capabilities

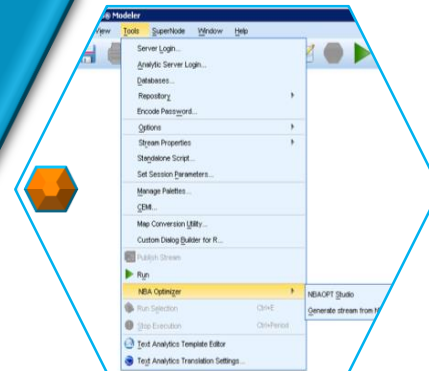
Operational
Connectors

DEPLOY
to real-time channels for
point-of-impact action



ACCELERATE
time to value with
focused solutions

Industry-
specific
content



Data Sources

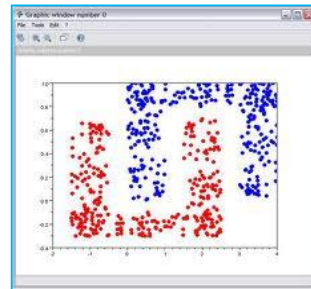
- Chat
- Call Center
- Mobile Apps
- Web
- SMS
- Transactional Data
- External data - social, blog
- Customer Interaction History
- Customer Demographic Data
- Coremetrics
- tealeaf
- THE NOW FACTORY

Unstructured • Structured



Predictive Customer Intelligence

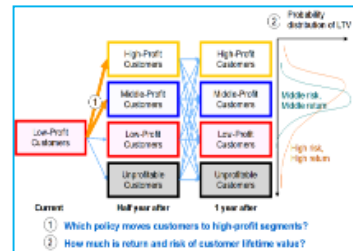
Demographic segmentation



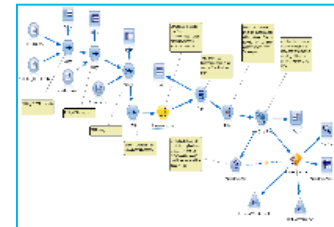
Campaign Management



Loyalty Segmentation



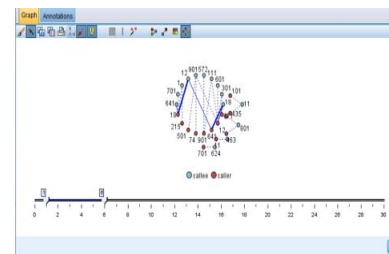
Churn Modeling, Next Best Offer



Customer Value Calculation



Social Network Analysis



Points of Interaction

- SMS
- Email
- Direct Mail
- Chat
- Call Center
- Social
- Mobile Apps
- Web

Outbound Interactions

Inbound Interactions

Back Recent Transactions

Open Financial

Recent Transactions

Current 13572468 Balance: £7,7 Available: £7

Date	Transaction Type	
2012-12-12	Maplin	
2012-11-22	British Airways	£
2012-11-14	Dixons	£
2012-10-31	American Airlines	

UP TO 25% OFF

GET A TRAVEL INSURANCE QUOTE

Home NBA Settings Help Feedback

MBI telecom

Notifications

- Premium phone 64 GB, media edition. Predicted Profit: \$25.56
- Initiate Network Service Request. Predicted Profit: \$9.17

Submit Response

Customer Information

Name	Gender	Age	M
Lyle Leader	Male	55	21
Education	Marital Status	Location	
Assoc Degree	Married	Map	

Customer Details

Profile: **Maplin** **Libby** **Team Detail**

Segment: PLATINUM Contract: Freedom 60 Offer: Phone Plan

Churn Propensity

75%

Churn Score

Customer Satisfaction

25%

Satisfaction Score

Customer Lifetime Value (CLTV)

60%

CLTV Rate

Social Network Influence

70%

Influence

BankingApplication - common(22)

Personalized banner, reflecting customer's price sensitivity and bargain hunter characteristics

Personalized banner, reflecting customer's tendency to spend more if inspired by practical advice

Add some festive glow

30% OFF

SELECTED CANDLE HOLDERS

3 ways TO ADD FESTIVE IMPACT

HOME ACCESSORIES

Update your home for Autumn with ambient lighting and warm natural textures. From simple cookware and crockery to practical, yet beautiful, accessories and create light in any room.

Segment specific banner, reflecting segment's affinity with this category

THE LIVINGetc

SHOP HOME ACCESSORIES

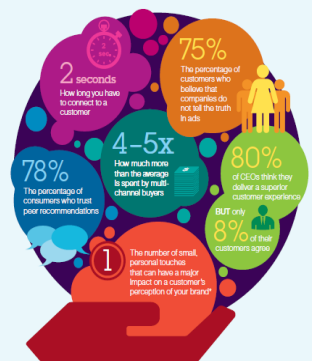
Industry Use Cases and Business Benefits



Banking & Insurance

- Right offer, right time, right place, right customer
- Offer optimization
- Maximize revenue from customers and touch points
- Personalization
- Accelerate repurchase through propensity models
- Customer Lifetime value
- Segmentation, classification and association analytics
- Customer Retention
- Improved cross-sell/upsell

The power of individualized interaction



Retail

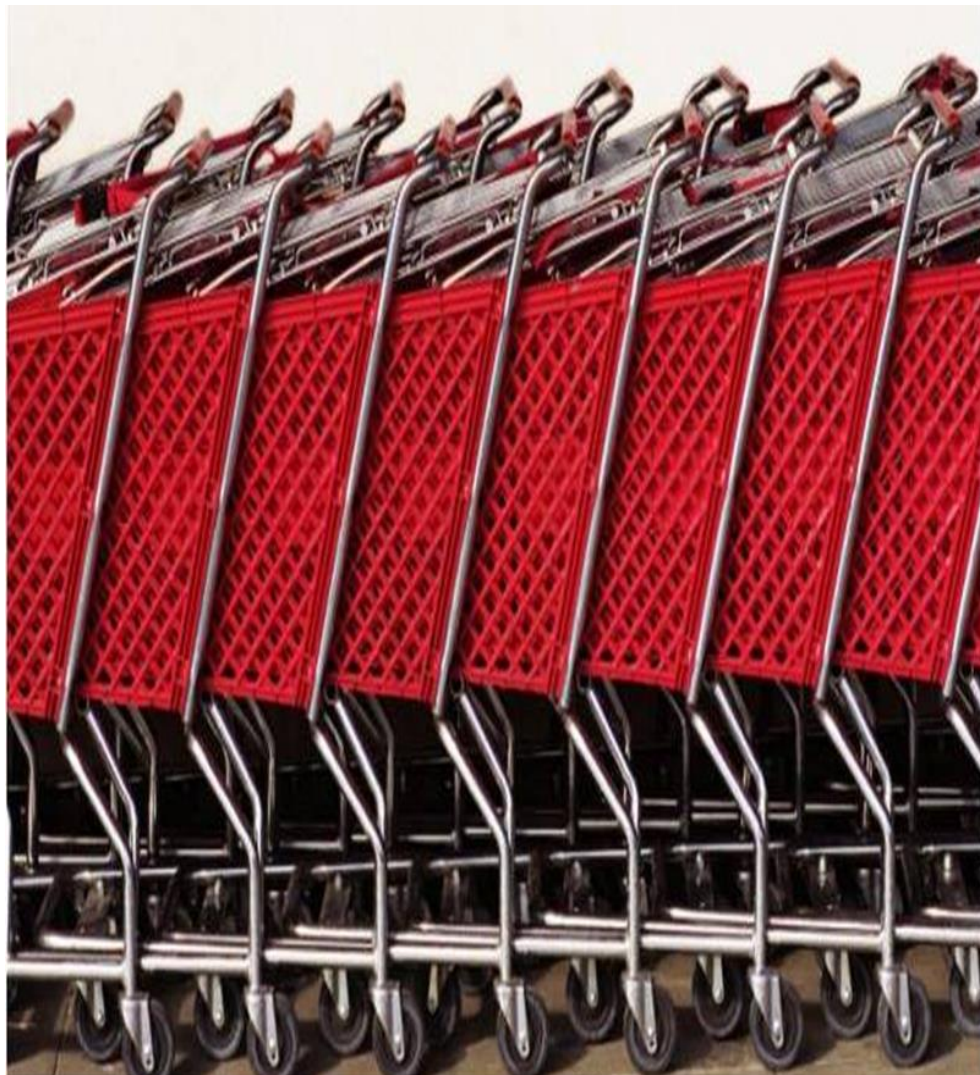
- Sentiment Analysis
- Offer optimization
- Merge physical/digital
- Personalization
- Identify influencers and attributes that matter
- Improved cross-sell/upsell
- 1:1 marketing in context in real time
- Customer satisfaction
- Affinity, real time scoring



Telecom

- Anticipate customer needs, requirements
- Minimize customer churn
- Address churn issues with appropriate service response to minimize churn and improve CLTV
- Improve customer service
- Respond in real time at point of contact with optimal response
- Pinpoint personalization
- Improve cost to serve

A retail leader in France analyzes, segments and scores customer behavioral data, creating personalized campaigns that drive sales and traffic



Challenges

- Inability to track campaign success
- High dependency on mass mailing paper fliers
- Inability to deliver relevant messages personalized way

Solution

- Customer behaviour insight solution

Benefits

- 100% improvement in ability to measure campaign effectiveness
- Higher campaign ROI realized by scaling back use of generic paper fliers and cutting printing costs
- Increased customer store visits and average basket size by customizing offers

First Tennessee Bank uses web analytics to optimize mobile banking interactions by driving targeted content

13% faster

logins due to a better understanding of what customers experience on the bank's home page

3% lower

home page bounce rate as a result of better insight into the page's design

Increased frequency

of detailed web traffic reports from monthly to weekly



The smarter solution: The bank implemented a web analytics solution that draws insight from customers' online behaviors. It uses the data to create targeted content, email messages and product suggestions. The solution also provides bank employees with insightful information about the customers they serve.

"Our goal is to make it easier for customers to do business with us on every channel. Today, we have all the tools we need to deliver outstanding service across every device."

—Nicole West, web analytics manager

An insurance company in the United States uses behavioral modeling to drive forward and personalize live conversations

43x increase

in the percentage of total sales completed online

8.3% higher

customer satisfaction thanks to a more personalized approach to customer service

20x increase

in the number of customer interactions that are guided by analytics, signaling a company-wide cultural shift



The smarter solution: Today the company communicates with customers and potential customers through one unified website, and its call center agents benefit from a 360-degree view of each person with whom they speak. Powerful behavioral analytics now fuel customer interactions with personalized information in the form of targeted offers and proactive suggestions based on a deeper understanding of each individual's circumstances.

Big data without analytics can be a burden on the organization, while analytics without big data makes it hard to understand the whole story. It's the combination of both that unlocks the real value.

Ufone reduces churn and keeps subscribers happy with highly effective and timely campaign management

25-point increase

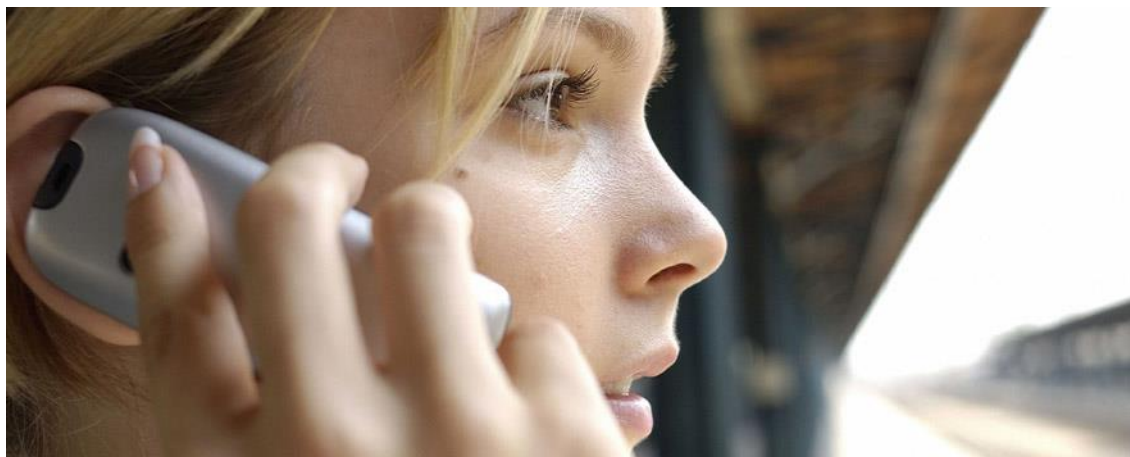
in percentage response rate to marketing campaigns is expected due to greater personalization

30 second load times

for call detail records that used to take at least a day to load and analyze

Up to 20% reduction

in customer churn is expected



The Solution: An advanced analytics solution analyzes call detail records and flags customers who fit the profile for a particular campaign. Because data is captured and analyzed in near real-time, Ufone can issue offers in a timely manner, and measure and correlate customer response directly to that campaign.

“Timely, accurate and targeted marketing campaigns are key to helping reduce churn, targeting the right subscribers with the right messages.”

—Faisal Khaliq, CIO, Ufone

