

Customer Analytics

In a rapidly changing environment, customers increasingly expect individualised products and services. Your customers' knowledge, specific preferences and preferred touchpoints are of paramount importance for a targeted, needs-based and individualised customer interaction.

Procedure

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Solution approach



1. **Status quo analysis and definition of scope & required data**



2. **Consolidation, clustering and cleaning of input data**



3. **Creation and application of statistical models and analyses**



4. **Tailor-made Recommendations based on the data analyses**

- Statistical analysis and modelling in all phases of the **customer life cycle**
- Customer development** (e.g. product affinities, customer value, cross-/up-selling)
- Development of bonding strategies and **churn prevention**
- Calculation of **reactivation probability** to win back customers
- Ad-hoc analyses, model development and **analytically based technical conception**
- Analytical pilots** and support for the development of measures

Added value & benefit

- Customer-centric** action through the use of **analytical insights**
- Targeted customer interactions**, improved conversion rates and efficient use of marketing budgets
- Significant **increase in turnover per customer** with simultaneous increase in **customer satisfaction** and **customer loyalty**

Increasing customer value through data analysis and the use of customer insights

