



**PRAVIN
BURRA**
HEAD CUSTOMER INSIGHTS AND ANALYTICS

“MEASURING CUSTOMER VALUE AND VIEWING
CUSTOMERS IN A HOLISTIC MANNER”



**“YOU NEED TO GET TO THE FUTURE,
AHEAD OF YOUR CUSTOMERS, AND
BE READY TO GREET THEM WHEN
THEY ARRIVE.”**

Marc Benioff



2015

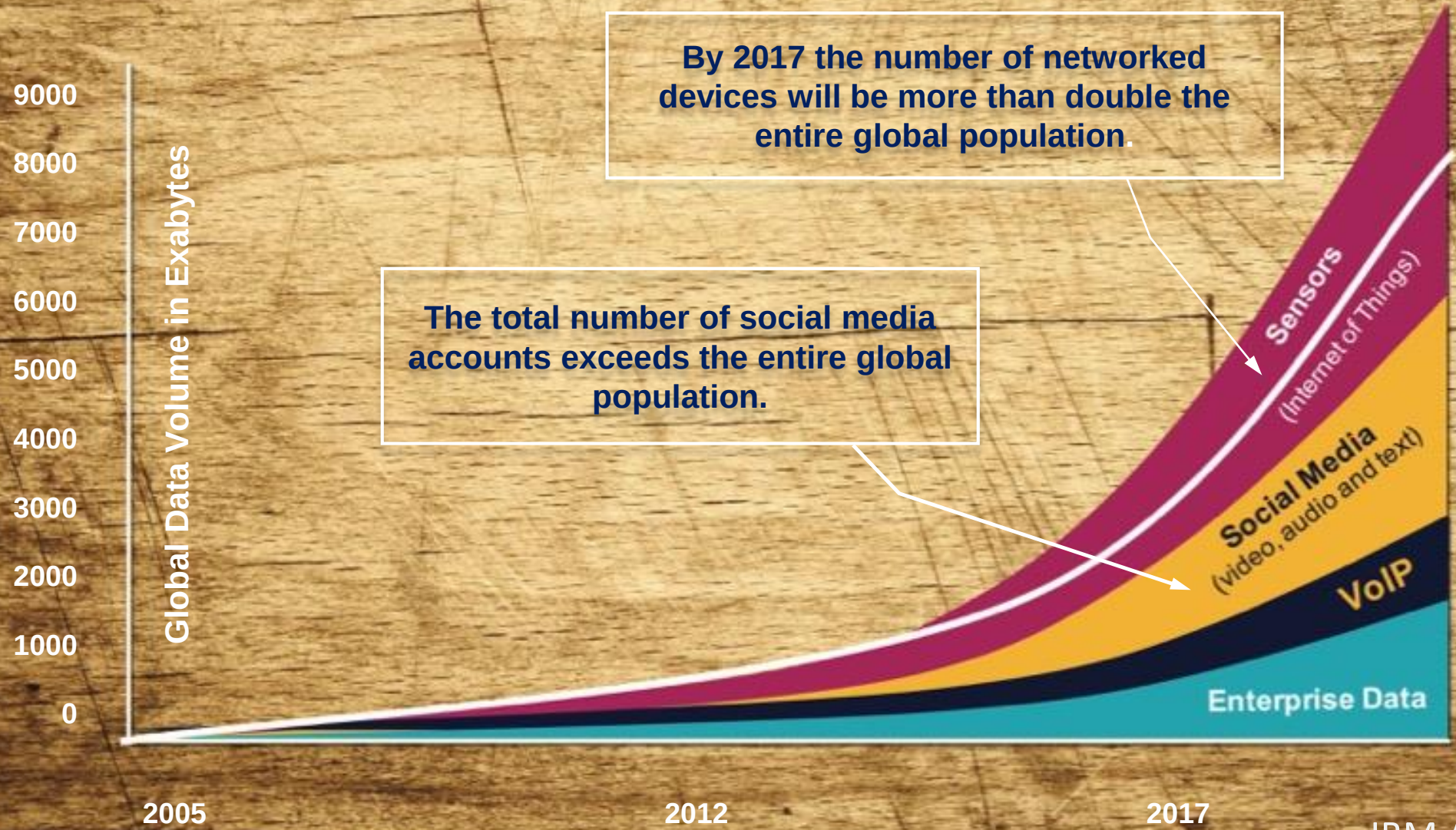
3D Printing
Cloud

2016

Internet of
Things
Platforms
User Experience

2017

Artificial
Intelligence
Machine
Learning
Block Chain





360 DEGREE VIEW OF CUSTOMER



Facilitates informed decisions that ultimately build a strong bond with the customers based on mutual benefit

ABILITY TO CAPTURE KEY CUSTOMER DATA



Provides the guidelines and structure for capturing and prioritizing key customer information

CUSTOMIZED OFFERINGS



Enables customized marketing offerings differentiated for distinct tastes and preferences of each customers

ONE LONG CONVERSATION WITH THE CUSTOMER



Enhances remembering customer preferences and needs which in turn creates customer loyalty



Data Lake

CAPABILITY FIRST



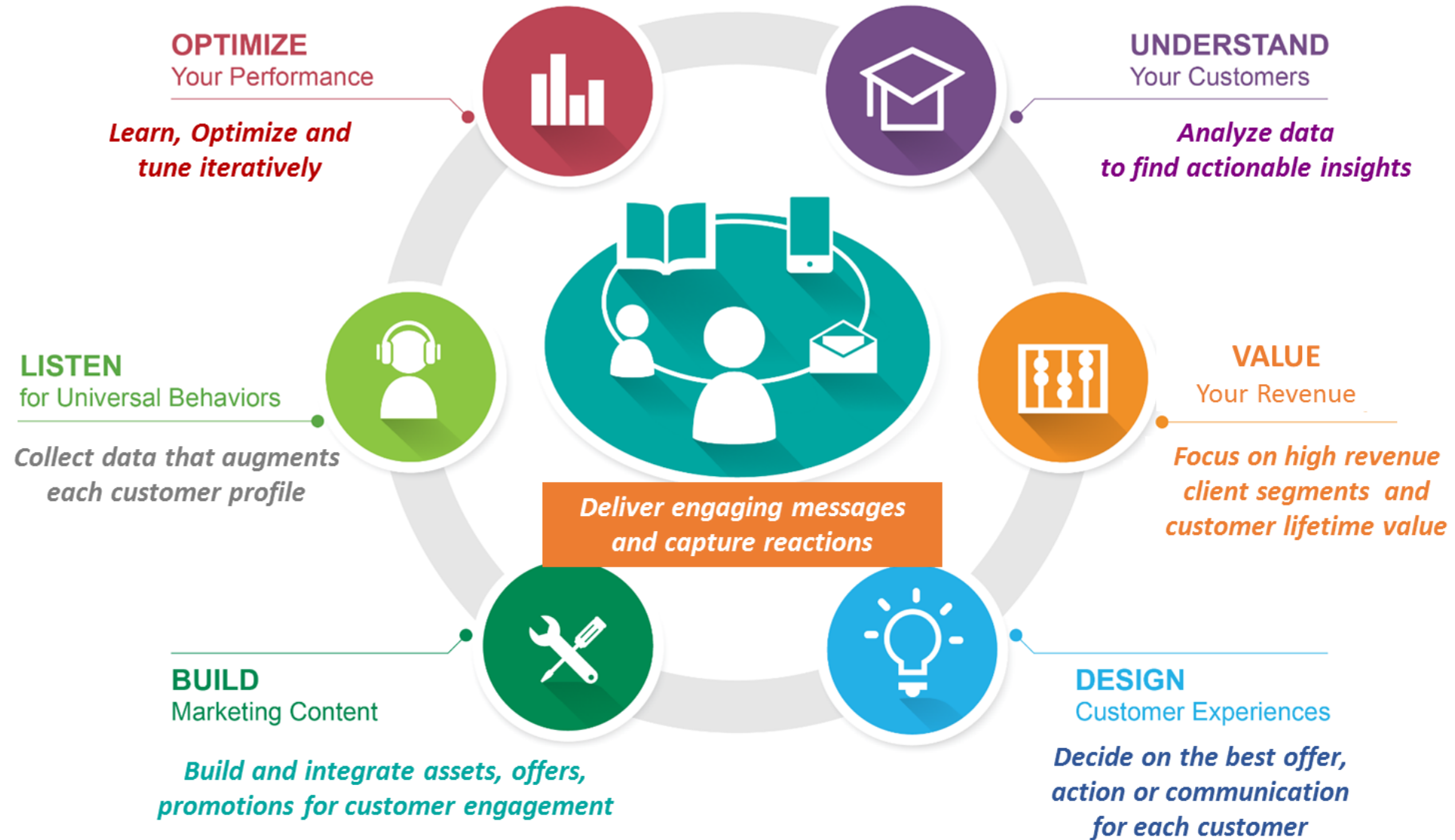
Analytics Campaigns
New Coding (Python, R)

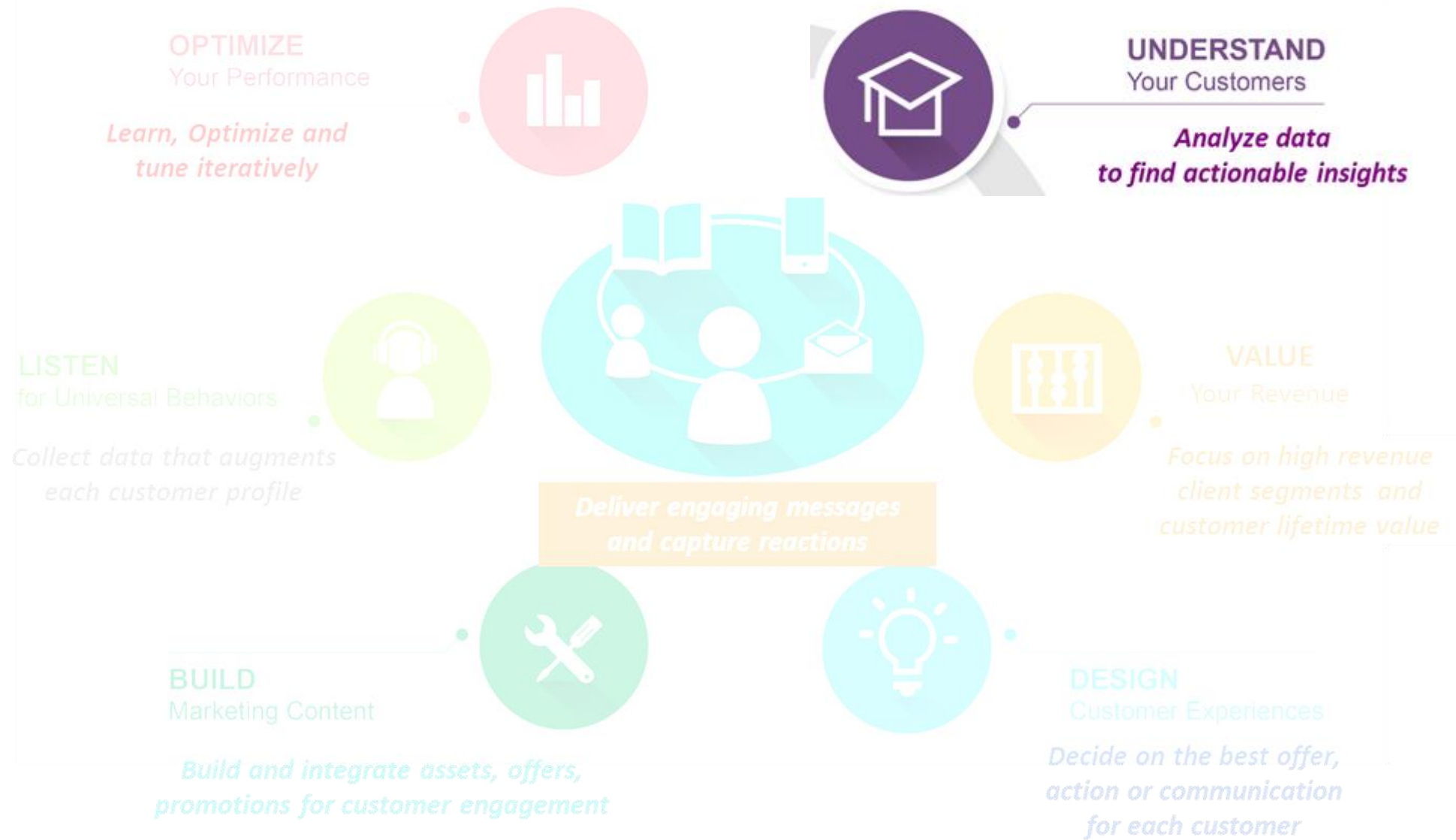
Big Data Association Analytics
Analytics Lab Machine Learning

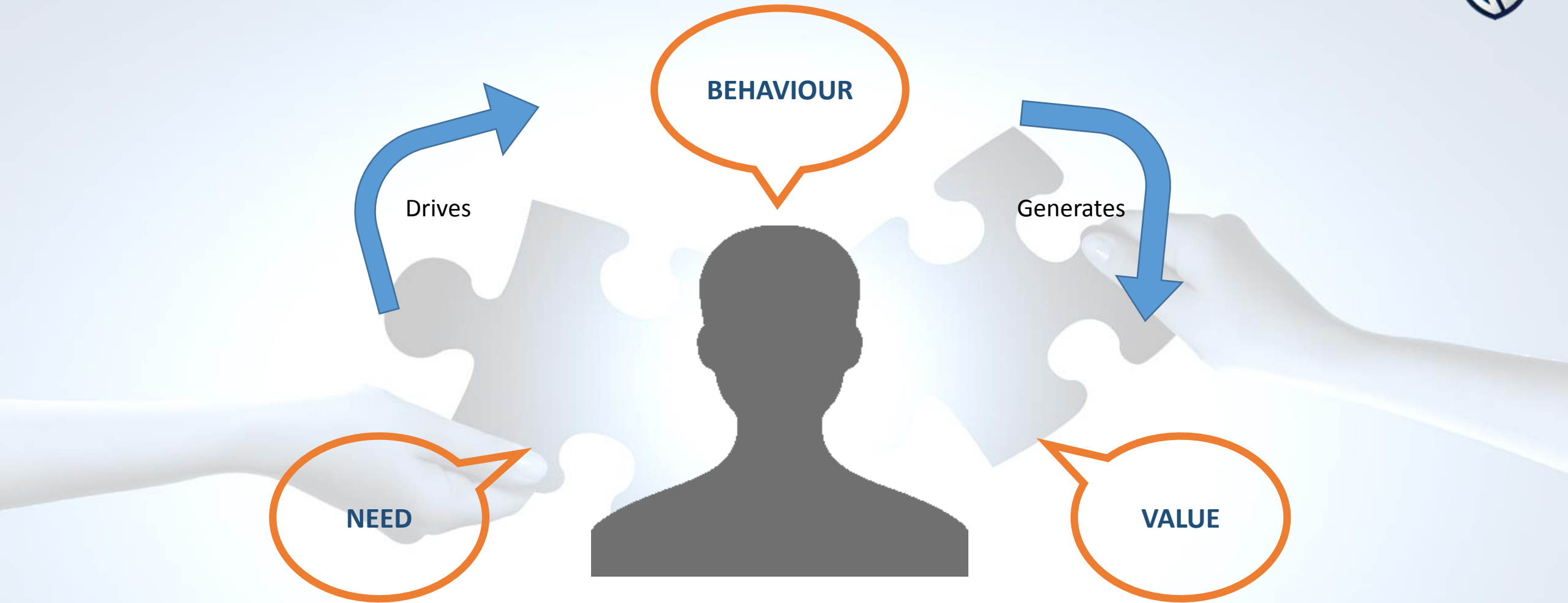
PRICING &
PROFITABILITY
ANALYTICS

Sprints

CHAMPION
CHALLENGER
MODELS

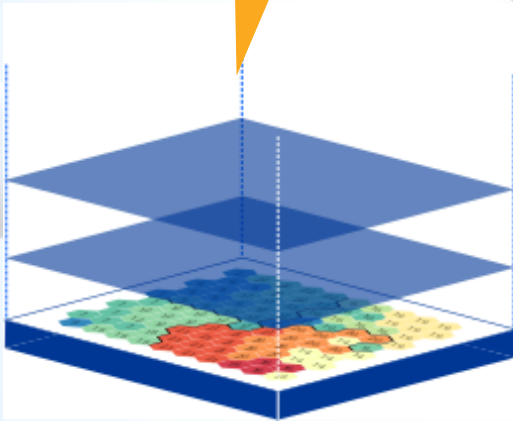








Other trailer variables



Other data
measures e.g.
Profitability,
Behaviour

Clustering



People like me



Portfolio tilt



Value proposition



HOLISTIC CUSTOMER UNDERSTANDING HAS PROFOUND BUSINESS IMPACTS



HIGHER CUSTOMER SATISFACTION

- Reduced customer struggle & friction
- Better Net Promoter Scores
- Reduced churn; higher customer loyalty

INCREASED REVENUE

- Better conversion/adoption
- Higher lifetime customer value
- Increased share of wallet
- More repeat customers/buyers

MORE EFFECTIVE CUSTOMER ACQUISITION

- Better targeting based on intents/interests

REDUCED OPERATIONAL COSTS

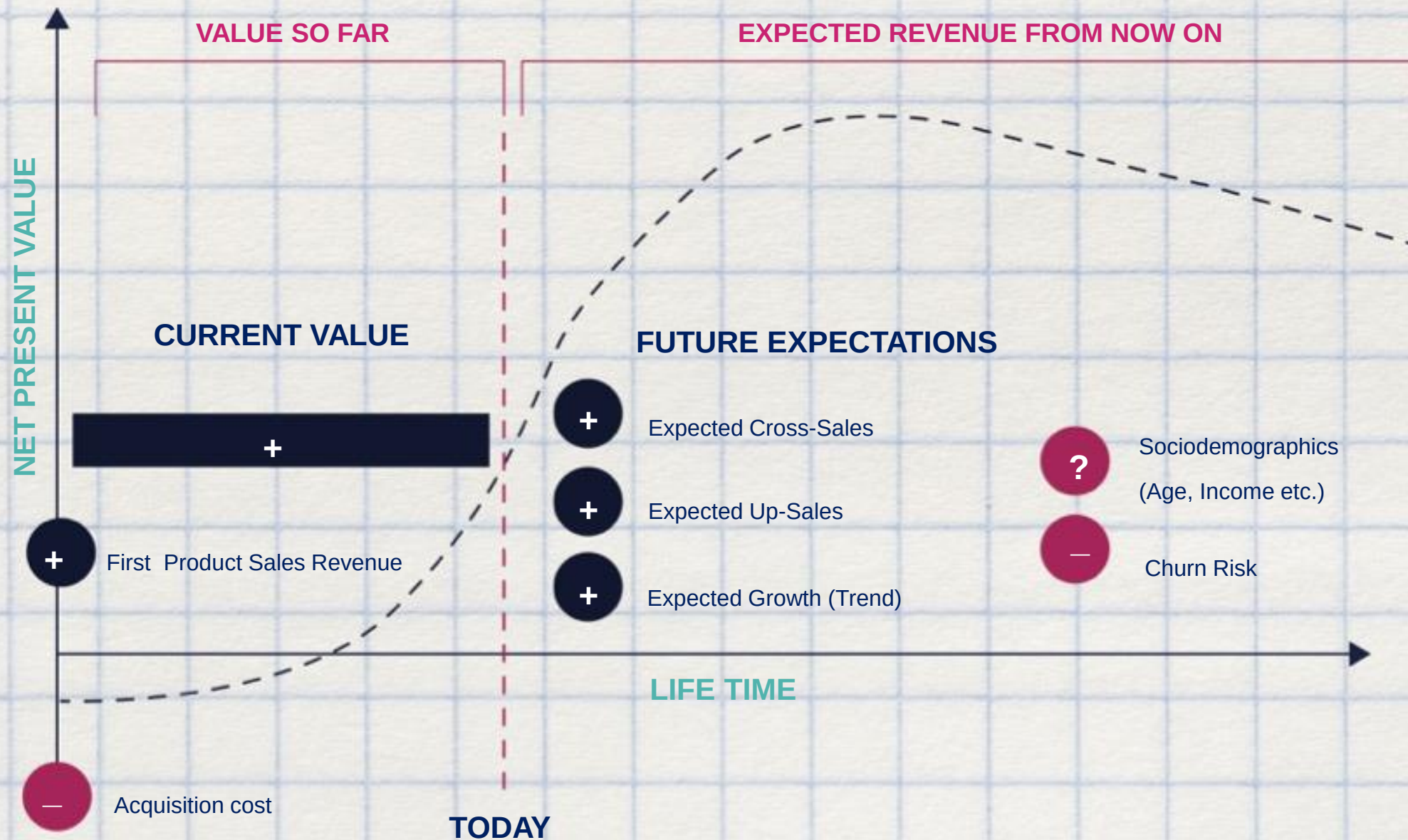
- Higher call avoidance/deflection
- Faster site maintenance, problem resolution



Identify the high value and high growth market



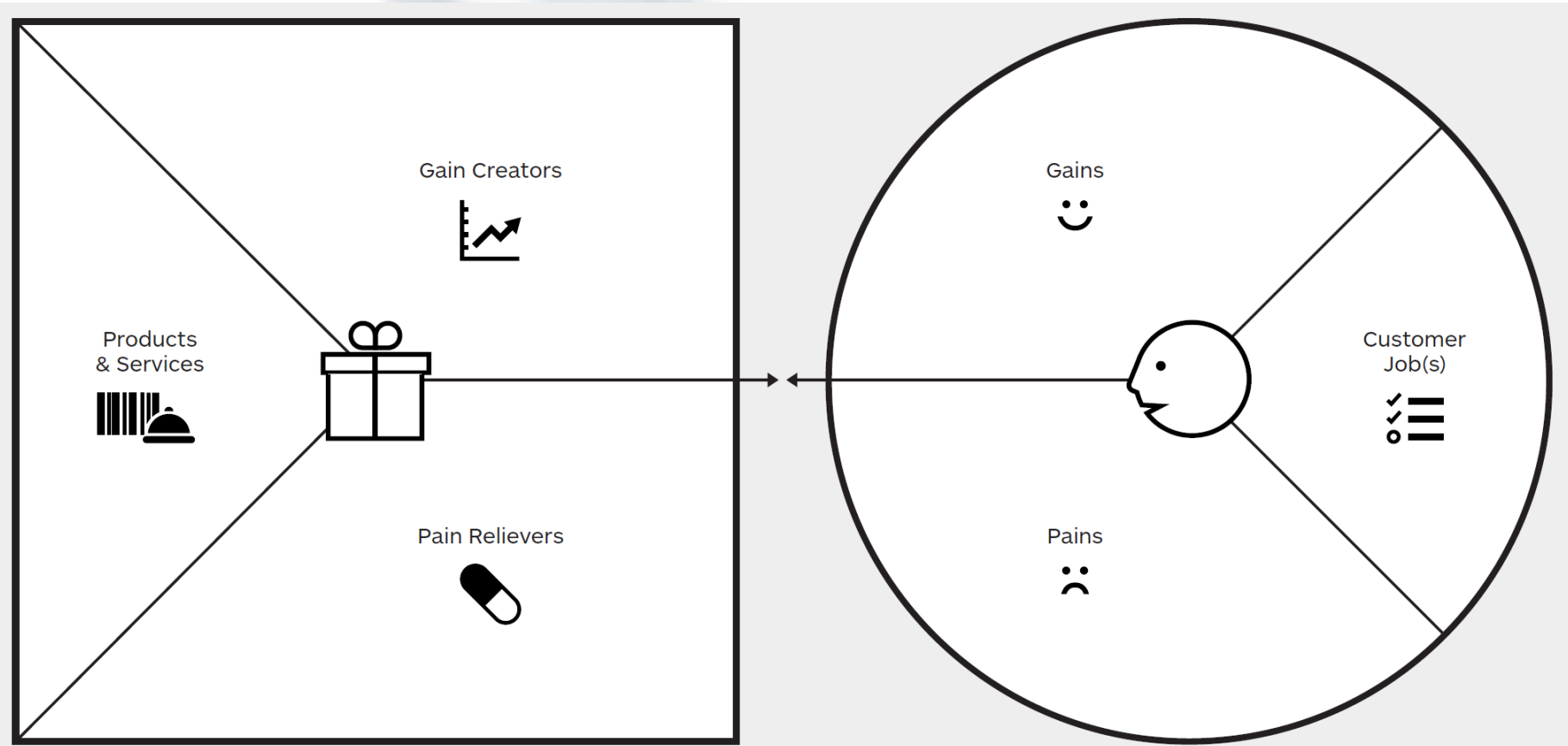
CUSTOMER LIFETIME VALUE





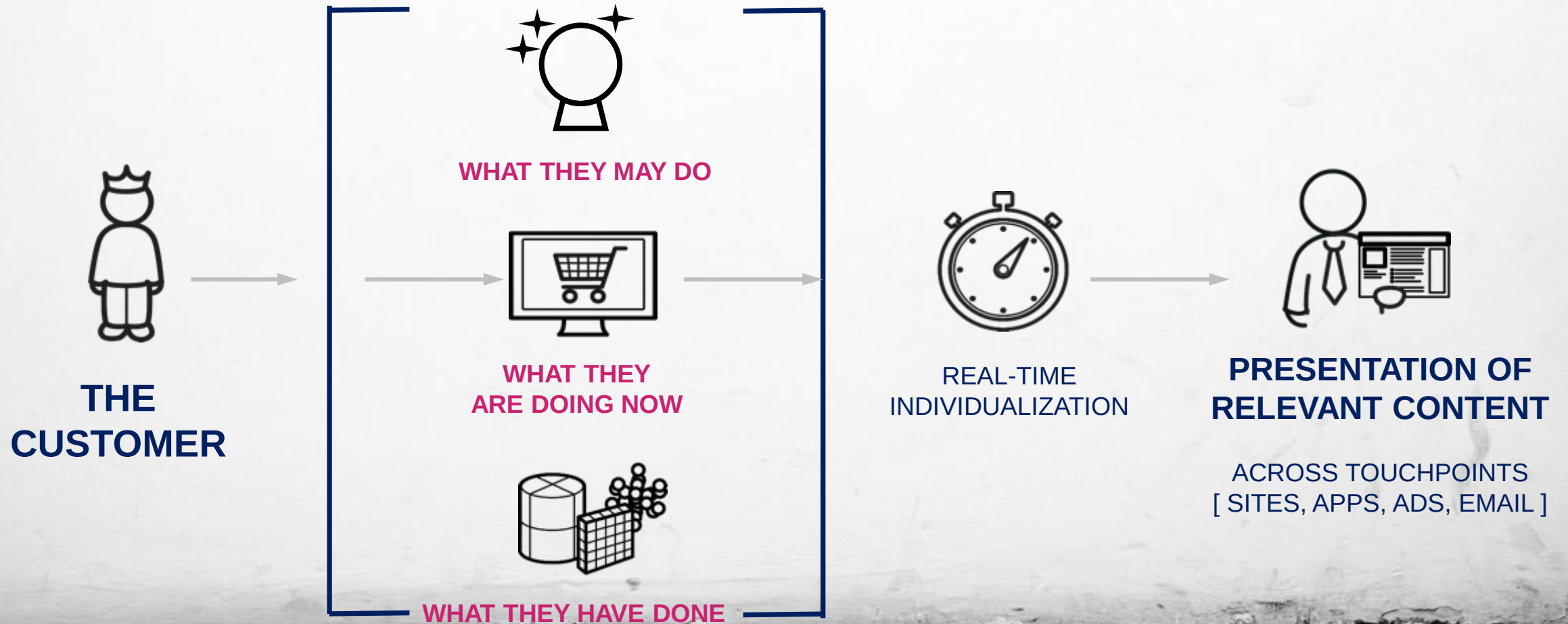


Value proposition



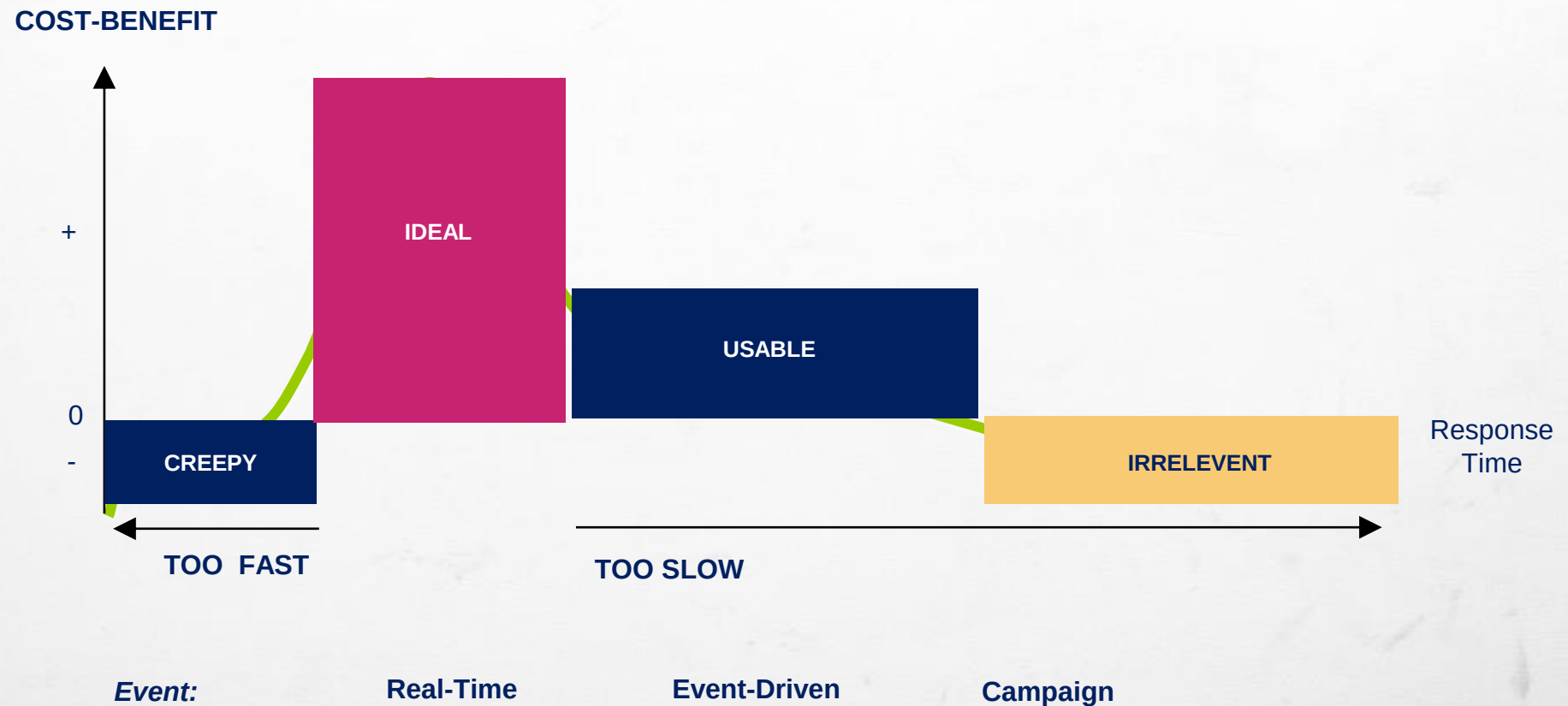


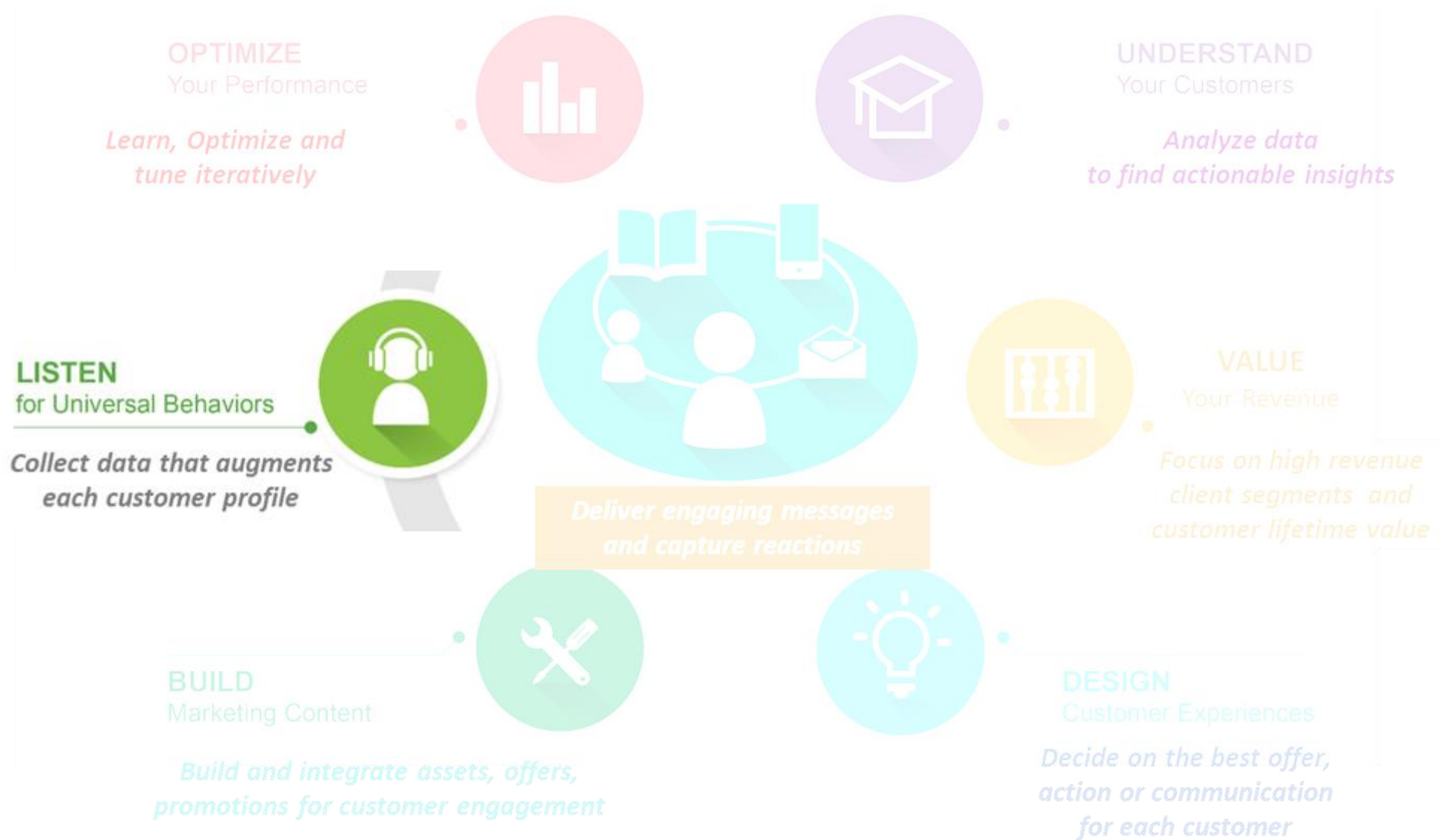
Contextual Marketing will drive REVENUE





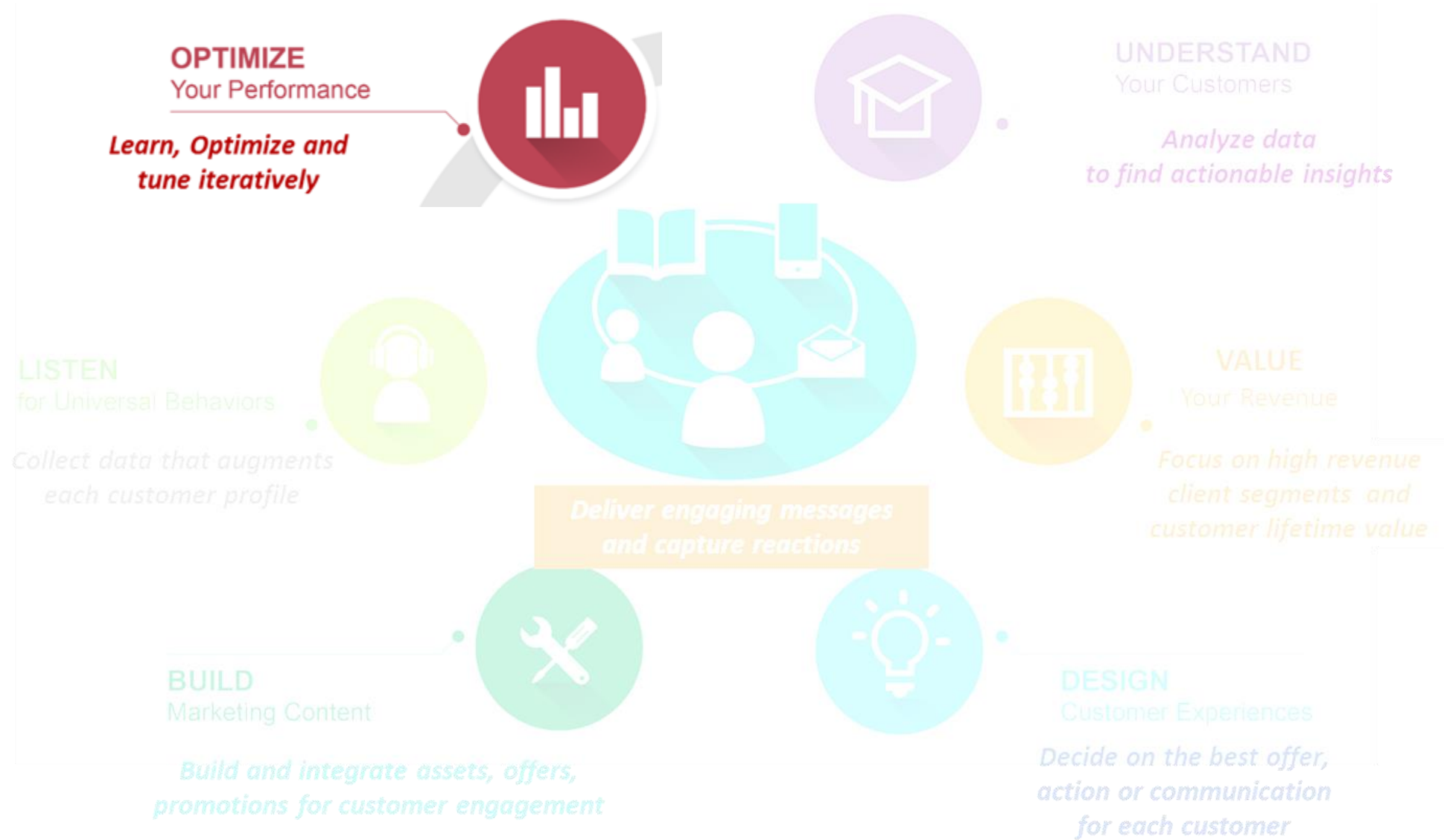
Beware of the CREEPY factor

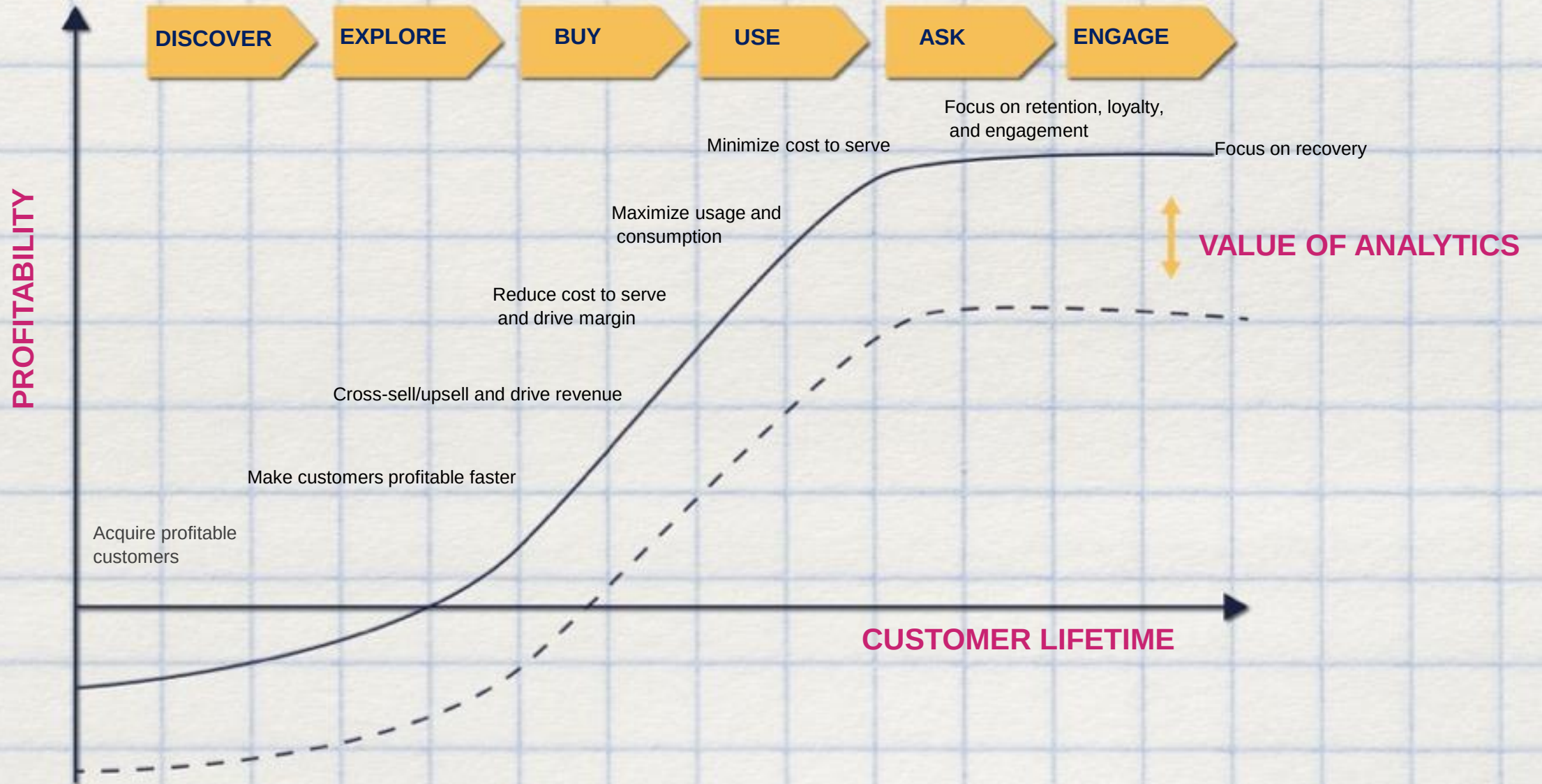




Sentiment Analysis









CONNECT

Take Big Data
Information Flows

ANALYZE

Extract Signals
Through
Advanced Analytics

ACT

Send Out
Personalized
Prescriptive Actions

ACTION IN REAL TIME



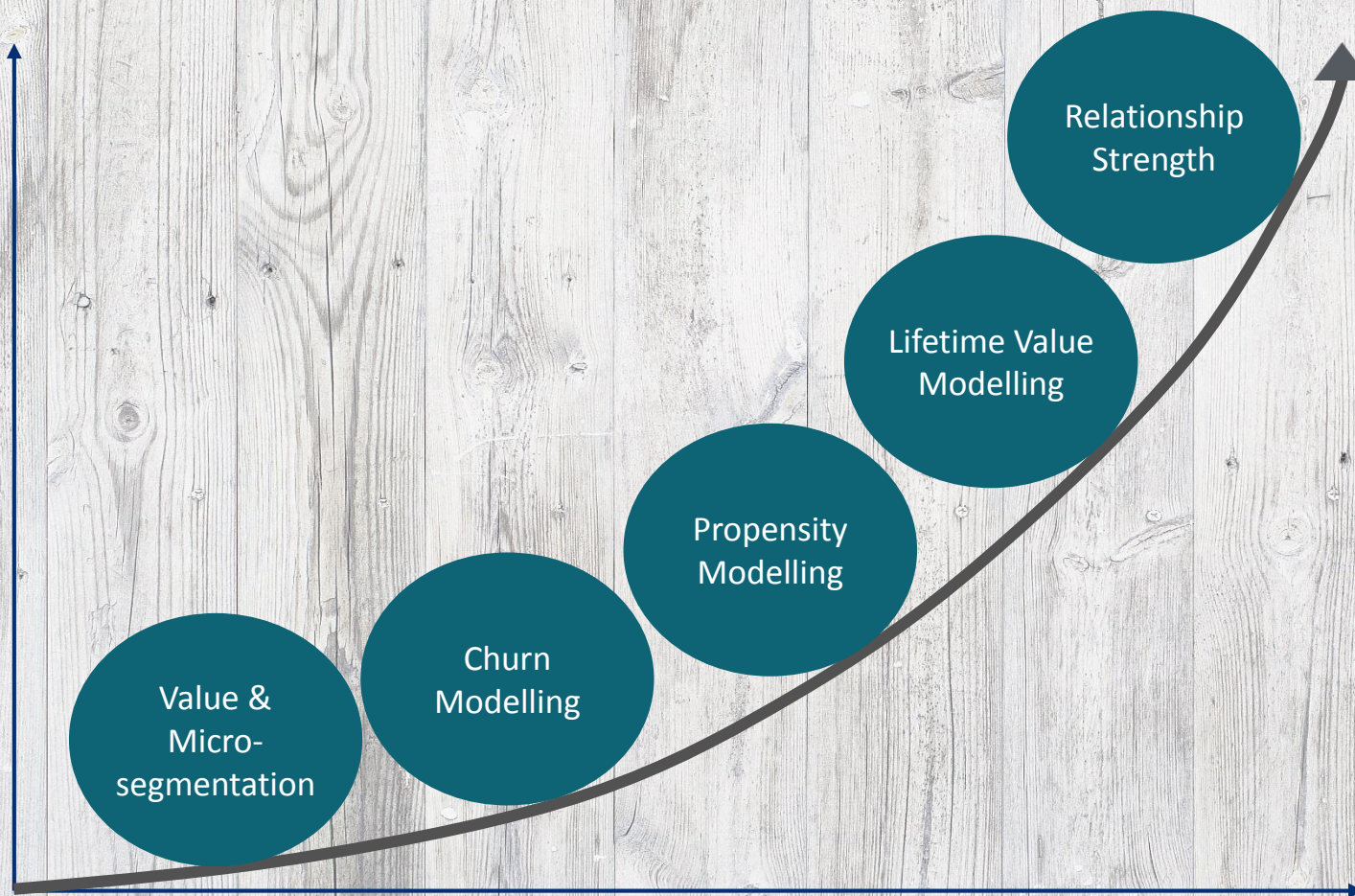
ANALYZE

Extract Signals
Through
Advanced Analytics

- Who is **loyal**?
- Who is **likely to churn**?
- Who is **a repeat customer**?
- Who is willing to **buy more**?
- Who will **respond to an ad**?
- Who is **profitable now**?
- Who is **profitable long-term**?
- What should be my **next offer**?
- How can I **influence customer behavior**? ...and more

ACTION IN REAL TIME

Customer analytics maturity





BUSINESS IMPACT

Unless they create value for the business, analytical methodologies have little use for companies

**ANALYTICAL
ACCURACY**

Without the analytical accuracy developed models lead to wrong business decisions

PRACTICALITY

If the company does not have capabilities to maintain the methodology or it cannot be implemented easily in the client environment, developed models are not sustainable



BUSINESS IMPACT



Churn



Cross Sell



Pricing

**ANALYTICAL
ACCURACY**

PRACTICALITY



BUSINESS IMPACT



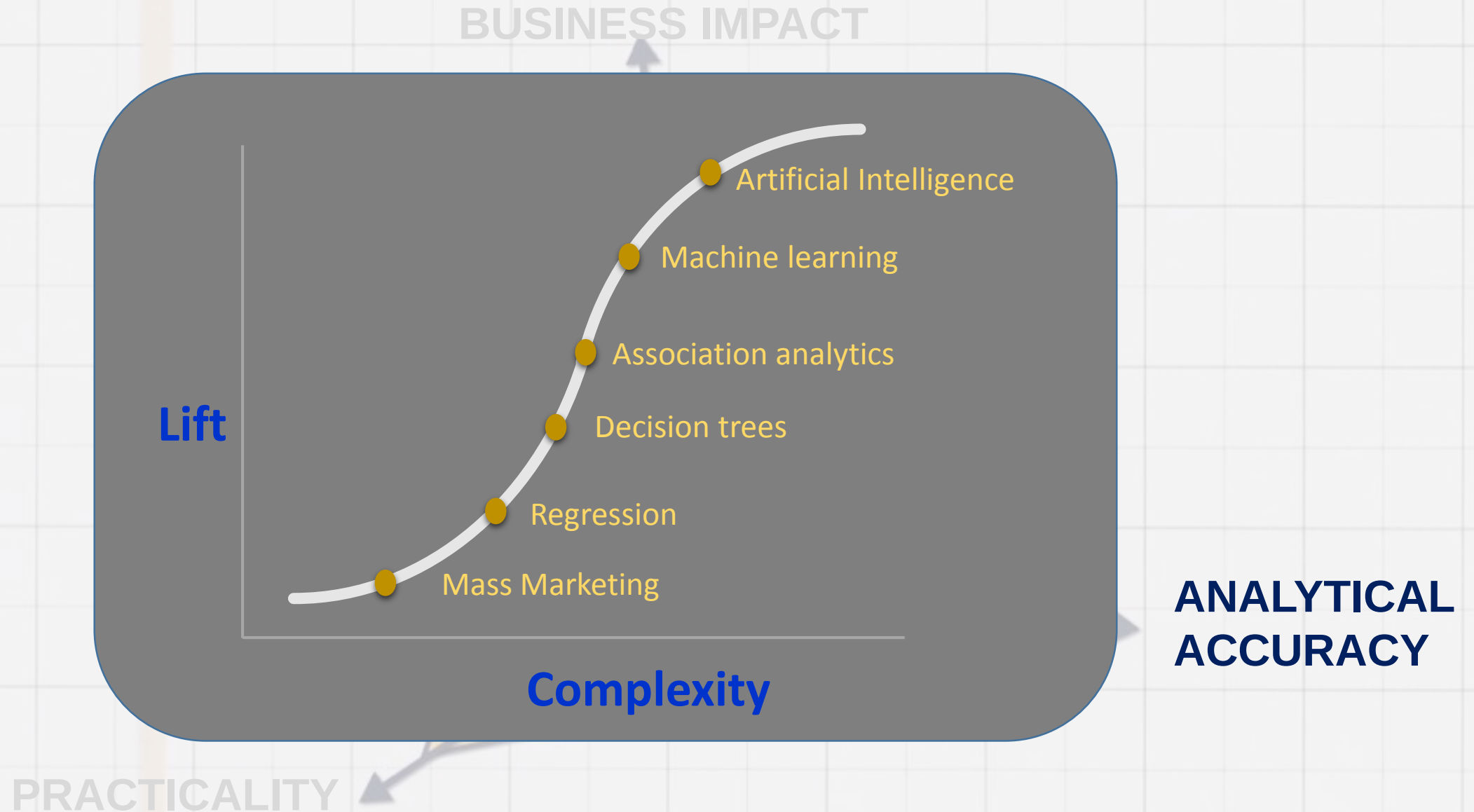
Channel
Integration



Fulfillment

ANALYTICAL
ACCURACY

PRACTICALITY





Taking Next Best Action to the NEXT level



Predict and influence what customers do next

The 360° view is necessary but no longer sufficient



The Segment of 1 is now 1 plus a network



EVERY JOURNEY IS UNIQUE
AND EVERY POINT OF ENGAGEMENT MATTERS



Engagement Banking

is a new marketing, sales and service model
that deploys **Technology** to achieve both

Customer Intimacy and Scale