

CustomerSMART

Smarter decisions in customer value management



Capgemini's CustomerSMART solution helps enterprises better understand the behavior and buying preferences of customers, providing insights into how to improve customer segmentation, cross-sell or up-sell, customer churn, and customer product affinity.

Understanding the customer

With unprecedented access to information and increased use of social media, demand in customer expectations for product and service standards has increased many-fold. It is becoming imperative for organizations to offer personalized customer experience, making it a key differentiator and driving customer loyalty.

Organizations want to offer a personalized customer experience, because it is a differentiator that drives customer loyalty but often they do not know:

- How to predict which products their customers will want next
- How to follow and interpret customers' conversations
- Which customer segments are most profitable?

Organizations need to adopt a proactive strategy, which will help them predict more accurately their customers' behavior and propensity to buy and to stay loyal. Advanced analytic tools and techniques can speed up the analysis of multi-channel and multi-structured data, to generate the necessary predictive insights.

Key customer and product questions to be addressed

- *How should products be bundled*
- *Which customers are most likely to leave*
- *Which products will customers want next*
- *What are customers talking about*
- *Which customers are most valuable*
- *Which customer segments are most profitable*
- *How to improve campaign response*
- *Which customers are most likely to upgrade?*

Capgemini's CustomerSMART solution

CustomerSMART solution helps your organization better understand the behavior and buying preferences of your customers, providing insights into how to improve, for example, customer segmentation, cross-sell or up-sell, customer churn, and customer product affinity.

The solution leverages a comprehensive data modular structure and our big data expertise to carry out the analysis of both unstructured and transactional data, including that from social media platforms. It helps identify customer segment buying patterns using customer sentiment analysis, customer buying behavior, actions, and expectations drive.

This capability allows the comparison of your actual sales with customer sentiments, to identify specific customer segments and product promotion strategies, as well as identifying churn parameters and channel-specific response and profitability.

In addition, CustomerSMART provides business users with insights into channels with the highest profitability-to-lead ratio, to improve a campaign's performance and management.

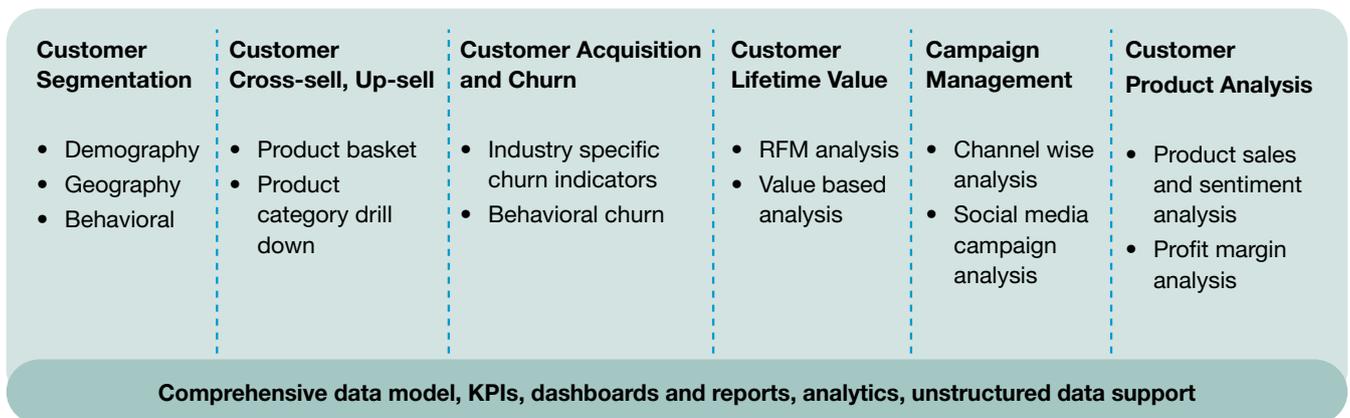
The application interface provides the flexibility to create ad-hoc segments for analysis, create profiles based on use, customer behavior, loyalty, social sentiment, etc., and attach segments to those profiles for in-depth analysis.

CustomerSMART provides comprehensive analysis of customer data, across the buying cycle

Our robust and extensible data solution offers pre-built analytical models for forecasting, customer lifetime value, etc., and well-defined dashboards across customer value lifecycle as illustrated in Figure 1:

- Customer Segmentation
- Customer Cross-sell, Up-sell
- Customer Acquisition & Churn
- Customer Lifetime Value
- Campaign Management
- Customer Product Analysis.

Figure 1: CustomerSMART solution provides end-to-end analysis of customer value management



The **Customer Lifetime Value Analysis** evaluates segments for high, medium, and low-value customers. Market basket analyses for each category allows you to better understand customers' buying patterns and therefore develop strategies and plans to cross-sell and up-sell. The drill-down option

enables users to analyze a specific product category at a granular level. Product confidence and support percentages provide an indication of which products are best suited for launching cross-sell and up-sell schemes; see Figure 2.

Figure 2: Example dashboard providing Customer Lifetime Value Summary



The **Product Analysis** identifies hidden patterns in unstructured data to gain a competitive advantage, as illustrated in Figure 3. The module leverages social media data for review and provides actionable insights into product sales patterns vis-à-vis customer sentiment. It also provides

information on the highest and least well-performing products across customer segments. Product correlation coefficient gives insights into product bundling and the placement strategy for a retail store or chain.

Figure 3: Example dashboard providing Product Analysis Summary



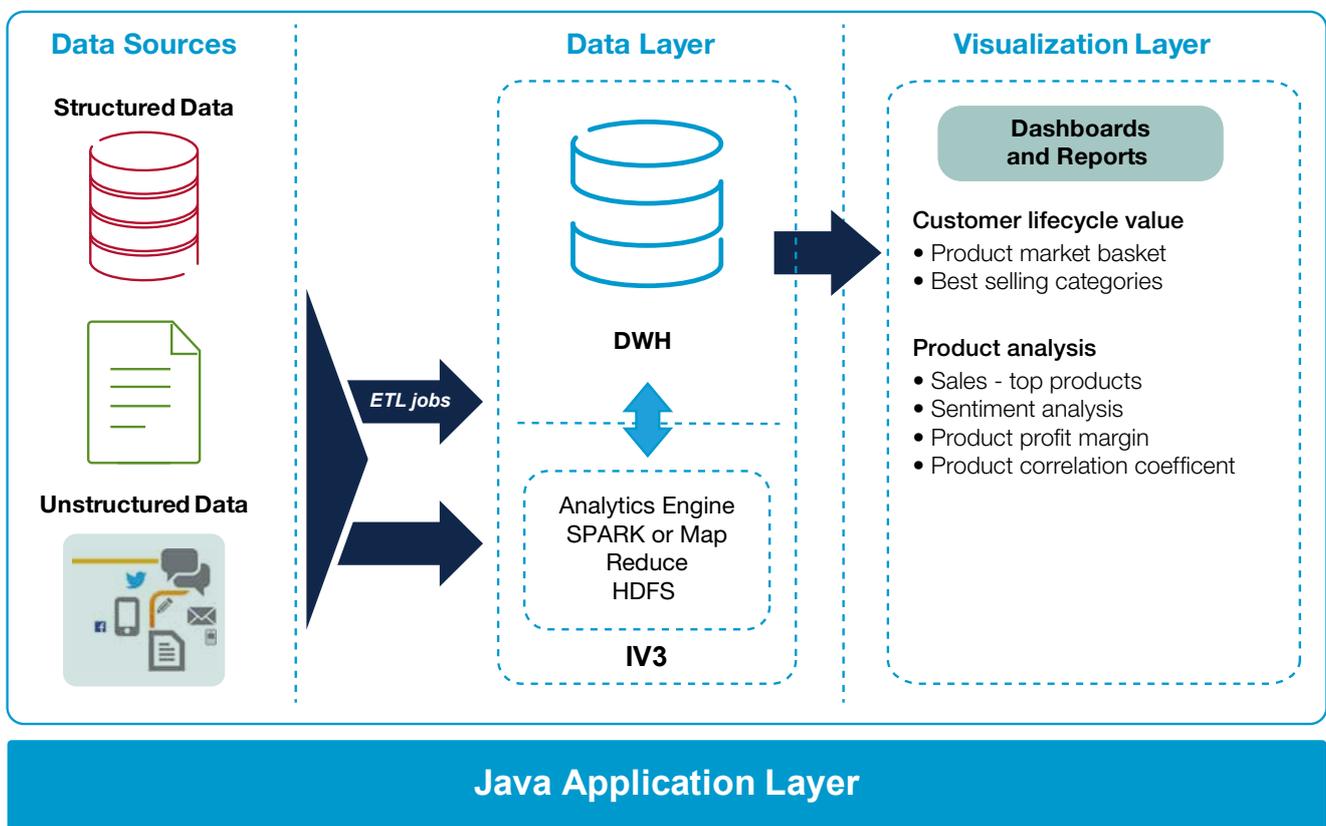
How our solution works

The data source extracts structured and unstructured data from multiple sources into a centralized repository. Data integration and storage covers all sources of data at the most granular level and ETL jobs take care of data loading from disparate sources into the data warehouse.

Data exchange takes place between the warehouse and Capgemini's IV3 platform, which uses the Hadoop ecosystem, with data being fed into analytical models and output being fed back into the warehouse for reporting.

The rich visualization layer provides a comprehensive list of reports, dashboards and KPIs that cater to different customer subject areas and can be accessed through robust application layer areas; all illustrated in Figure 4.

Figure 4: SpendSMART architecture – from data to reporting



Benefits delivered

We leverage an in-depth understanding of customer behavior management across industries along with strong technical and domain expertise to offer the following benefits to clients:

- Better understanding of customer behavior and spend patterns, through analysis of product offerings from sales and customer sentiment view
- Holistic view of customer behavior for increased customer engagement and profitability
- More accurate assessment of customer churn indicators and indicators on the necessary churn reduction steps
- In-depth analysis of product offerings and affinity from a sales and customer sentiment perspective
- Improved insight into campaign performance and channel selection for promotions
- Robust and comprehensive data model, for big data analysis and intuitive GUI configuration for multiple industries.

Find out more

In the current diverse customer atmosphere, understanding of customer value resource management will improve decision making and drive business execution.

Contact our SMART Solutions team to see how our customer analytics capability can help maximize your investment in your insights journey, and improve your campaign performance and customer ROI.

SMART Solutions team

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Capgemini Insights & Data

In a world of connected people and connected things, organizations need a better view of what's happening on the outside and a faster view of what's happening on the inside. Data must be the foundation of every decision, but more data simply creates more questions. With over 11,000 professionals across 40 countries, Capgemini's Insights & Data global practice can help you find the answers, by combining technology excellence, data science and business expertise. Together we leverage the new data landscape to create deep insights where it matters most - at the point of action.

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