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> *The global analytics program has revolutionized our approach to digital marketing and consumer engagement. We've moved from educated guesses to real-time, fact-based decision making"*
>
> **Vice President**
> Global Consumer Products Company

INSIGHTS&DATA

Join the consumer engagement revolution with our industry-first Consumer Insights Center

In a matter of weeks, Capgemini equipped a global consumer products company with its own data analytics platform for generating advanced consumer insights. The result is transforming the way the client engages with consumers and shoppers.

Our client has achieved actionable and real-time consumer analytics with the implementation of a Consumer Insights Center: a fully scalable shared service capability for data analytics and insight generation. The Center was established by a joint client-Capgemini team in just 12 weeks. As a result of the project, insights are plentiful. Marketing effectiveness has significantly improved, and marketing teams are enthusiastic about having easy access to real-time information that helps them understand how consumers perceive and interact with their brands, categories and products.

The challenge: using data to get closer to consumers

Consumer products companies have unprecedented access to consumer data. But generating useful insights from this data, which marketing teams can use to create more impactful campaigns and generate consumer buzz, is another challenge altogether. It requires an ability not only to capture data, but also relate it to the performance metrics of the business so that they know what really works.

Like most companies, this client had no shortage of structured data about consumers and shoppers, sales, logistics, marketing campaigns and media spend. However, it lacked an effective way to bring this traditional data together with newer, less structured data types - such as social media, demographics and weather - in order to gain insight.

Overview

Industry: Consumer Products

Location: Global

Client Challenges/Business Need: Improve the impact of the client's marketing campaigns by turning raw consumer and sales data into meaningful analytics.

Solution-at-a-glance: A scalable data analytics platform that creates actionable, real-time insights - informing marketing campaigns that connect with consumers in a more meaningful way.
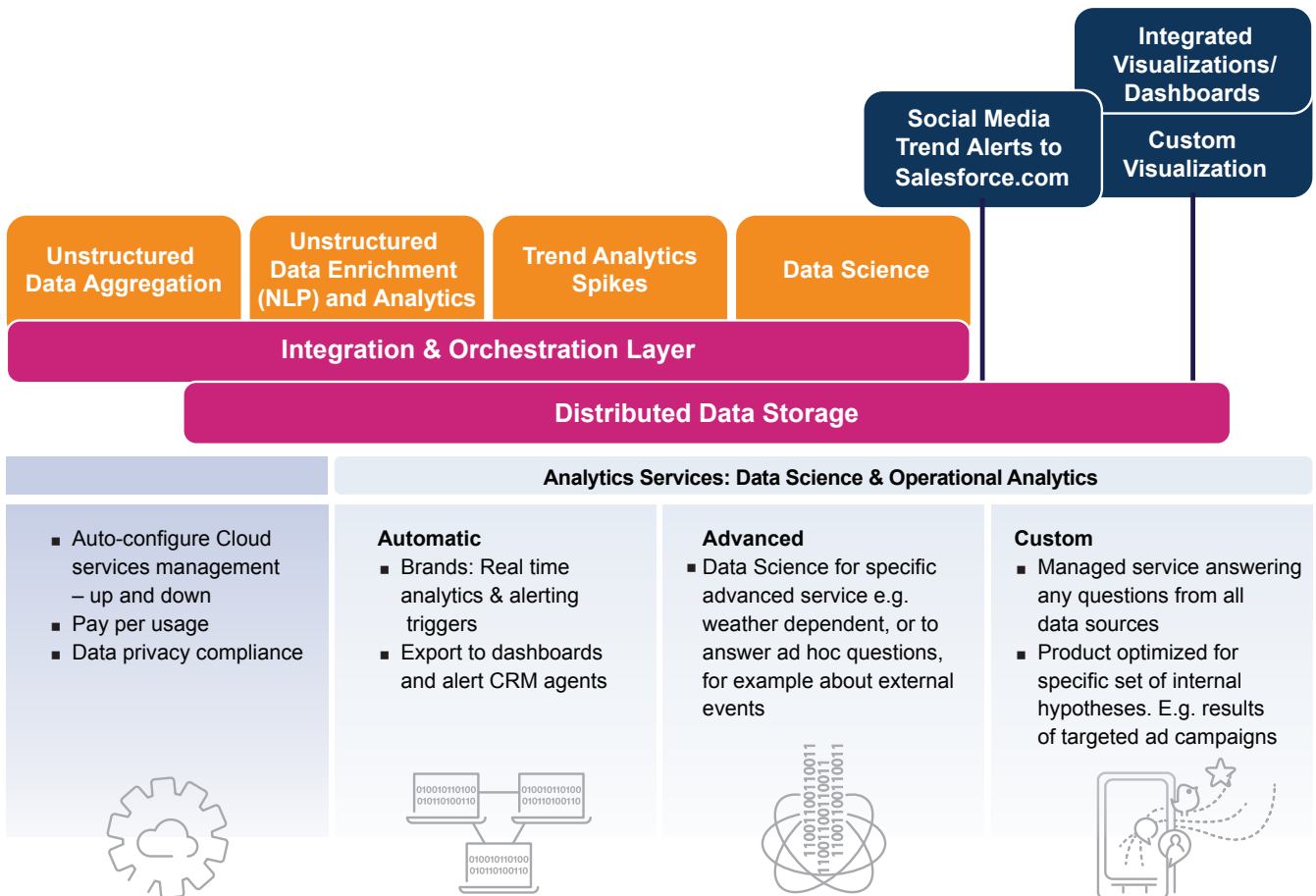
Benefits:
- Precision: fact-based decisions not educated guesses
- Agility: real-time tweaking of campaigns
- Flexibility: a platform integrated into the client's business that can be scaled up or down as needed.

People matter, results count.

The solution: a Consumer Insights Center

During the 12 week pilot, Capgemini created a range of data, technology and analytical service capabilities that allowed the company to leverage multiple data sources and big data in order to answer a wide range of business questions. Features provided early on included:

- Real-time campaign monitoring
- Natural language processing to categorize and analyze unstructured text (including social and web data)
- Advanced visualizations to provide user-friendly interfaces to the data
- Statistical modeling; relating digital campaign commentary to performance metrics such as sales, brand equity and market share.

A successful pilot in two markets was followed by the construction of a physical Consumer Insights Center and later four more across the regions. These Centers share a common platform and operating model and are supported by a global center of excellence focused on industrializing versions of the processes introduced by the regions, making them available for organization-wide use.

Integrated Visualizations/ Dashboards

Social Media Trend Alerts to Salesforce.com

Custom Visualization

Unstructured Data Aggregation	Unstructured Data Enrichment (NLP) and Analytics	Trend Analytics Spikes	Data Science

Integration & Orchestration Layer

Distributed Data Storage

Analytics Services: Data Science & Operational Analytics

- Auto-configure Cloud services management – up and down
- Pay per usage
- Data privacy compliance

Automatic
- Brands: Real time analytics & alerting triggers
- Export to dashboards and alert CRM agents

Advanced
- Data Science for specific advanced service e.g. weather dependent, or to answer ad hoc questions, for example about external events

Custom
- Managed service answering any questions from all data sources
- Product optimized for specific set of internal hypotheses. E.g. results of targeted ad campaigns

Benefits of the Consumer Insights Center

This 'industry first' capability has driven significant changes in the company's marketing processes by giving it a virtually infinite number of ways to access and use consumer insights. Such is the breadth of opportunity that a number of service catalogs have been produced to help the business teams understand what is possible.

Powerful marketing insights
Marketing has immediate access to a broad and deep understanding of consumers, helping it target messages and allocate spend where it really influences consumer attitudes and behavior. Areas supported include:
- Consumer understanding: segments, communities, interests, personas, lifestyles, influencers, geographical nuances
- Engagement effectiveness: campaign analysis, real-time course correction, channel preference, media buying, search optimization, digital Return on Investment (ROI), new product development analysis, real-time content creation
- Strategic support: brand and category analysis and strategy, opportunity scouting, community influence
- Event management: leveraging planned and unplanned external 'events', responding to ad hoc PR opportunities or crises. Conventional metrics such as brand equity or ROI can now be based on real-time data.

A versatile solution
- The flexible, scalable capability can adapt to a wide range of analytics requirements across brand teams, categories and markets
- Outputs can be integrated with other applications if required
- Empirical data can be used to validate qualitative hypothesis and observation.

Better resource usage
- Data scientists support the business not just with answers, but with advice about what questions to ask, so their scarce skills are used where they add most value
- The solution is a fully embedded capability in the organization: the company runs its own analytics and speeds up insight and decision-making by eliminating multiple iterations with an agency, each time a new query is needed.

Cost savings
- Insights are generated at a fraction of the cost of briefing agencies, generating multi-million dollar cost savings in year one
- Given the Cloud-based platform - capacity and costs are scaled up and down almost instantly according to demand.

Tangible improvements to the business
- There are measurable improvements in marketing reach, engagement and ROI
- Real-time insights are now informing brand strategy and commercial decisions.

How we set up the Consumer Insights Center together

In the first weeks of the project, the joint client-Capgemini team produced a Cloud-based pilot using a mix of open source and commercial technology. The application integrated social media data with internal data relating to point of sale, web analytics and marketing spend.

Working with brand teams from day one, Capgemini solution designers and data scientists created all the data, technology and data science capabilities required to run the future Consumer Insights Center services. Importantly, they made it possible to answer an increasingly complex range of brand-related questions starting just a few days into the project.

The development work was done in four agile sprints:

Sprint one By developing an advanced social sensing capability straight away, the team was immediately able to start analyzing what consumers were saying publicly in order to understand how they viewed brands, products, marketing campaigns, retailers and so on.

Sprint two Next the team added the capability to cross-reference these insights with point of sale data, supply chain data, market share and brand equity measures; this meant the company could verify the impact that attitudes and marketing initiatives were having on business performance.

Sprints three and four Open data such as demographics, weather and population movement were added. Statistical methods, network graphing and machine learning capabilities were deepened.

Immediately following the successful pilot, a physical center – the Consumer Insights Center – was created. It housed a team of data scientists with the company's brand engagement teams. This collaborative space became the service hub, with a bespoke 'Analytics as a Service' operating model integrating it with the business.

The team industrialized the pilot capabilities to allow for rapid innovation, sharing of best practice, and creation of regulatory compliant data services (e.g. the 'right to be forgotten') and analytical models to support routine needs.

Our client is an active participant in The Consumer Goods Forum – a global network representing the world's top 200 consumer products companies and retailers, of which Capgemini is a member organization.

This forum (www.theconsumergoodsforum.com) recently published the industry-wide 'Consumer Engagement Principles', a framework for how companies engage and build trust with their consumers, ensuring constant, consistent communication and use of information across digital platforms globally.

Current status: Five Consumer Insight Centers worldwide

Consumer Insights Centers now exist in five locations across the globe, with more planned as the global roll out continues apace. A global center of excellence continues the industrialization of new capabilities developed within the Insights Centers or through targeted innovation.

The Insights Centers are high-tech command centers hosting a number of data analysts and scientists. Walk-up support is offered and the network of data scientists extends beyond the physical space to include Capgemini virtual teams collaborating on novel analytical requirements.

Capgemini's contributions to this success

Integral to the success of this project were Capgemini services in:
- Technology enablement: helping our client select and implement big data architecture and tools, using proven design accelerators, and robust analytics platform hosting
- Analytics and data science: extracting valuable insights from a mass of different internal and external data sources, leveraging our data scientists' expertise in machine learning, our experience in business data integration and our operational research
- Operating model design and implementation: helping create the business plan building on the results of the pilot; designing the service model with demand and supply processes, and business transformation management.

The ability of Capgemini consultants to not only build the insights capability, but to then 'land the change' in the business, is a factor that the client has emphazised as most impactful to their business.

Accelerating your Consumer Insights Center

Capgemini can leverage this success to help you build your own Consumer Insights Center. Just weeks from now, you could be using insights like those highlighted above and realizing the benefits in your marketing activities. We will work with you to make the most of your existing capabilities and skills and support your digital marketing transformation.

About Capgemini

With more than 180,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2015 global revenues of EUR 11.9 billion.

Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at
www.capgemini.com

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.

To find out more visit us online at
www.capgemini.com/insights-data
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People matter, results count.