



SMART suite of solutions

CustomerSMART

INSIGHTS & DATA



CustomerSMART is a comprehensive, next-generation, rapid cloud deployable data platform and prebuilt business analytics solution in the enterprise customer management

Industry and business context

Unprecedented access to information and increased use of social media have led to a multifold demand in customer expectations for product and service standards. Customer buying behavior, actions, and expectations drive innovation in next-generation, technology-based solutions and platforms across all industries. Global enterprises are increasingly looking at offering a personalized customer experience, that forms a key differentiator and enables the business to drive loyalty.

Enterprises need advanced analytics tools and techniques to analyze multi-channel and multi-structured data, and share it across the organization for quick decision-making.

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 upsell, customer churn, and customer product affinity.

Key organizational problems

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 achieve this. Some of the key customer-centric organizational issues include:

- Identify the most profitable customer segments
- Identify the products customers want next
- Identify the customers who are most likely to leave
- Manage the bundling of the product according to customer buying patterns
- Manage and interpret customers' conversations
- Identify the customers who are most likely to upgrade
- Improve campaign response.



Our solution

CustomerSMART provides organizations with a holistic view of customer segmentation, cross-sell, upsell, customer churn, buying patterns, products customer association, campaign, and customer sentiment providing them with the information to make apt business decisions. The information is presented in vivid and self-explanatory dashboards, detailed reports, and insights to facilitate decision making at the operational, tactical, and strategic user levels. Our packaged solution boasts of a robust yet flexible big data, cloud, and AI-enabled architecture that offers the flexibility for customization, scalability, on-premises, cloud, and hybrid deployment options, support and upgrade, mobile compatibility, and a faster implementation time due to the unique bundle of enablers and accelerators.

Features

The CustomerSMART solution was created with widely adopted technology to cater to all business needs from a technology, security, and compliance point of view. The features of the solution include:

- 350+ KPIs, and 75+ pre-built reports and dashboards
- Industry standard KPI's in B2C space
- 10+ analytical models, scorecards, and what-if scenarios
- Big data ecosystem
- Cloud-ready
- Mobile-ready
- Customization flexibility, interoperability, and scalability
- Role-based visualization persona.

Solution modules

The CustomerSMART solution has KPIs and dashboards spanning most key areas of enterprise customer management in B2C space. Because the insights cover all the key stages of the customer engagement, businesses receive a complete, holistic view of their customers through the solution. The coverage areas of the solutions include:

- Customer segmentation analysis
- Cross-sell and upsell analysis
- Customer churn analysis
- Product analysis
- Campaign analysis
- Product-customer association
- Buying pattern analysis
- Customer sentiment analysis.



Business benefits

The benefits that organizations can achieve through adopting the solution include:

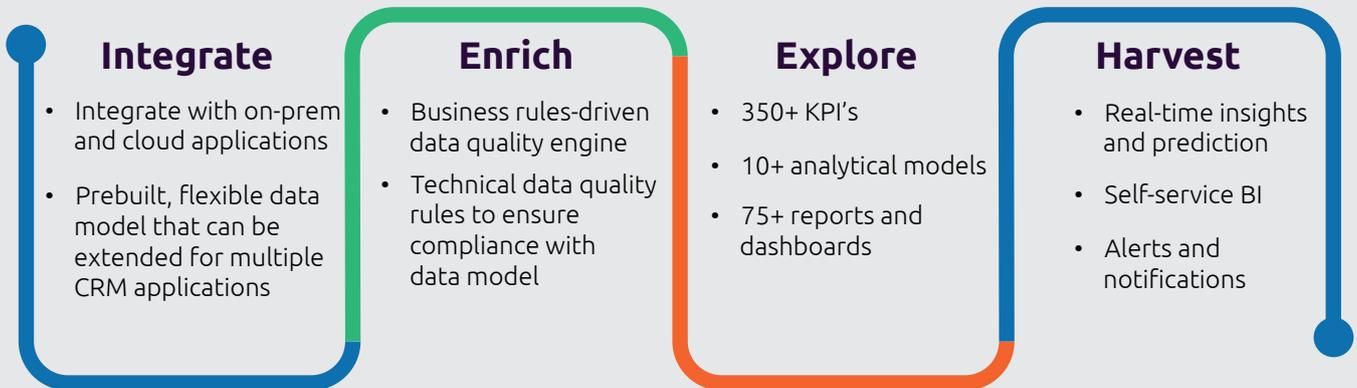
- Holistic view of customer behavior for increased customer engagement and profitability
- More accurate assessment of customer churn indicators
- In-depth analysis of product offerings and affinity from a sales and customer sentiment perspective.

Pre-built components

The following prebuilt components are readily available in the solution as accelerators:

- Data and analytics platform
- KPIs, reports, dashboards, and insights
- Visualization components on BI tools
- Semantic layer for self-service
- Configurable analytical models.

Solution foundation



Reference architecture

The solution is currently available in four different reference architectures: Azure cloud-based, AWS cloud-based, native Hadoop-based, and on-premises traditional data warehouse-based. Depending on customer need and preference, a detailed reference architecture can be customized and provided on demand.

Contact our team to see how our CustomerSMART team can help your organization.

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