



Smart Solution



CustomerSMART

Industry and business context

An unprecedented access to information and an increased use of social media has led to a multifold demand in customer expectations for product and service standards.

Enterprises are increasingly looking for personalized customer experience, which forms a key differentiator and enables the business to drive loyalty.

Digital disruptions in technological landscape enable enterprises to analyze multi-channel and multi-structured data, and use it across the organization for quick decision-making.

Our solution

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

The solution integrates innovative analytical and AI/ML algorithms to generate actionable insights. Analytical components are built on R/ Python language with visualization through Tableau/ PowerBI.

Components

The solution comprises of the following components:

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

Solution modules

Various modules as mentioned below, provide comprehensive visibility of customer data, enabling them to adopt the right strategies, thus improving enterprise margins.

- Customer Segmentation
- Cross-sell and Upsell
- Customer Churn
- Product Analysis
- Campaign Management
- Product-customer Association
- Customer Buying Patterns
- Customer Sentiments.

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

Smart Solutions Sales Team - idsmartsolutionssalesteam.in@capgemini.com

People matter, results count.

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