

Action Analytics

Turning data into opportunity and value

Your business performance is governed by the outcome of your decisions. Your ability to consistently make profitable decisions is heavily dependent on:

- Your ability to distinguish between profitable and unprofitable customers
- Your ability to find more profitable customers
- A knowledge of the impact of past actions on customer behaviour
- Your ability to forecast future behaviour

By focusing on all aspects of your customers' lifecycle we enable you to manage events, interactions, propositions and campaigns to both yours and your customers' advantage.

Our dynamic team of analysts work in partnership with you to support your business and deliver a host of analytical solutions.

We offer a choice of operating models:

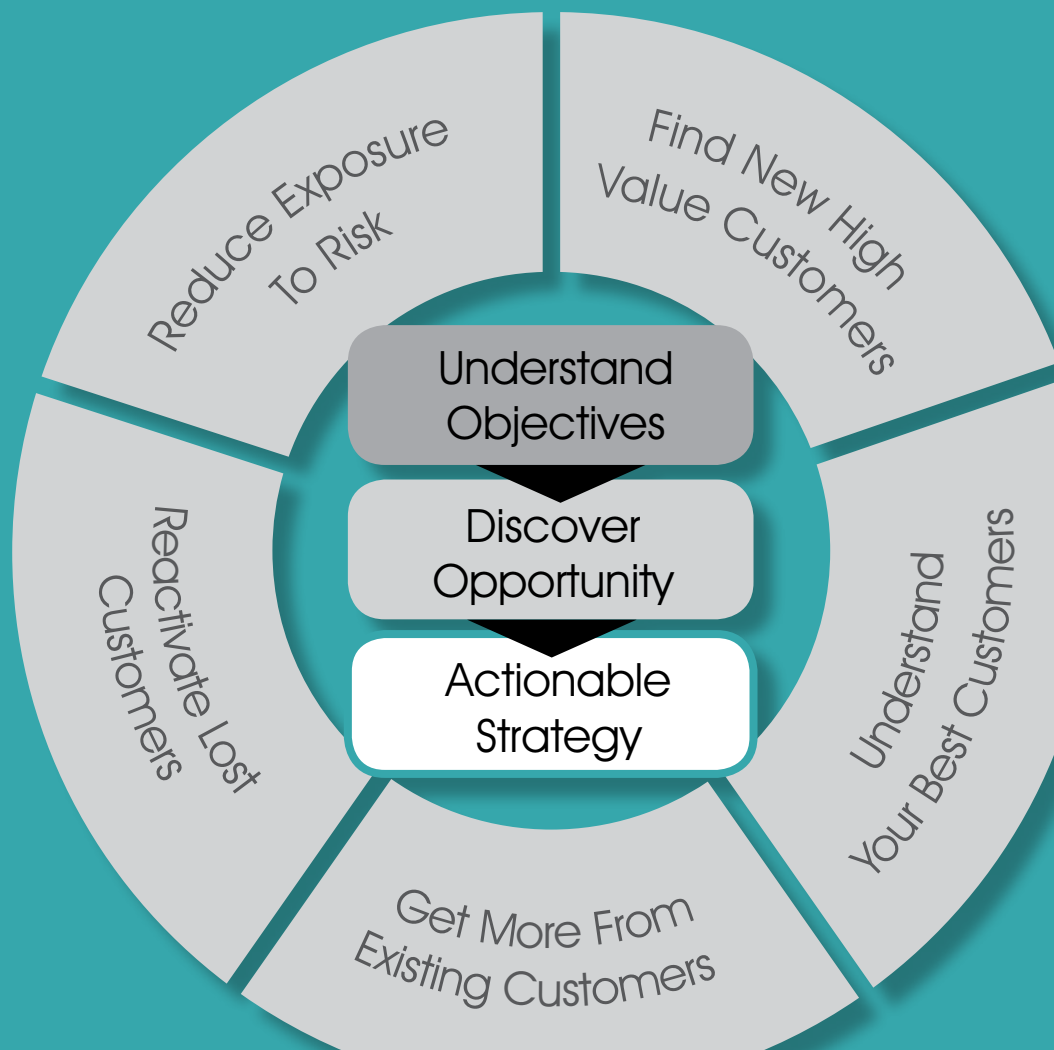
- Sole supplier of analytical services – a complete outsource solution
- Retained – an extension of your analytical team ready to call upon as required
- Project Based – as and when it is needed

Every customer has a beginning, middle and end to their experience with your business.

Along the way positive and negative events – some under your control and some not – affect customer behaviour and the value they generate to your business.

Capturing and making sense of the transactions, contacts and events that take place within your business is key to a complete understanding and profitable decision making.

We help you understand your customers; who they are, where they have come from, what they have purchased from you, what purchases they are likely to make in the future, and how you can influence them to make those purchases.



The Discovery Process

Understand Your Objectives

Discovery Workshop

This workshop brings together your Marketing and Commercial team with our analysts and their relevant domain experience to understand:

- What you are trying to achieve
- Your current approach
- What you know already

Following this workshop we will provide our next steps summary – which will include our areas of focus and the analysis that we recommend will provide the optimal insight to guide you toward meeting your business objectives.



Discover Opportunities

Profiling and Preliminary Data Analysis

Taking the data that you can provide us, we will utilise a number of analytical and statistical techniques to identify where opportunities lie for increased value.

This analysis will be provided to you in the form of detailed reports – presented by the analyst to ensure that you obtain a complete understanding of the findings.

A complete picture of your customers behaviour based on their transactions, external and internal events and their interactions with your organisation enables you to:

- Interpret the impact of existing activity in time to improve performance
- Uncover latent demand
- Predict future performance
- Identify different customer profiles

Data Audit

Spend Analysis

Share of Wallet

Segmentation Analysis

Recency, Frequency, Value Analysis

Campaign Results (Response) Analysis

Product Analysis

Lifetime Value Analysis

Churn Analysis

Brand Analysis

Trend Analysis

Helping you visualise the likely source of opportunity

Set An Actionable Strategy

Drilling Down to Guide Profitable Decision Making

Our analysts will work with you to:

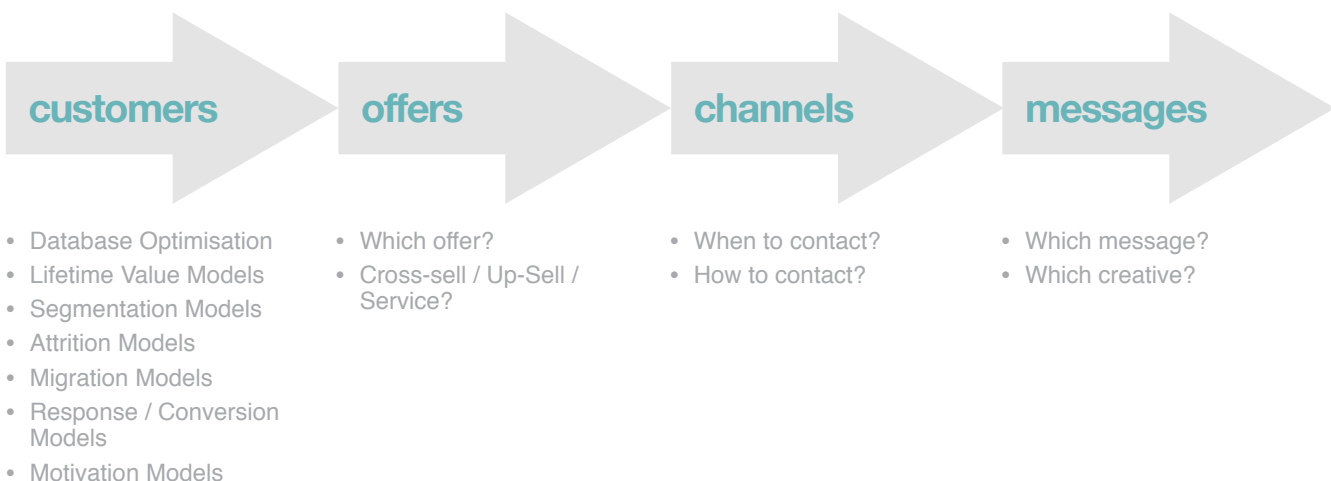
- Create a more detailed understanding of new opportunities to support strategic decision-making
- Optimise your data to drive profitable activity

To create an actionable strategy we will create predictive models that are specific to your needs and enable you to prioritise your activity based on an informed view of the likely return on investment from particular activities.

This activity will include:

- Data Optimisation where necessary
 - o Cleanse
 - o Enhance
 - o Append
- Propensity Modelling and Customer Scoring
- Segmentation

This exercise will provide you with not only an understanding of your customers, but will also provide you with the data, the selection criteria and a road-map for continuous improvement. Once tested and deployed, the models and customer scores can be monitored and updated to ensure that they continue to reflect an accurate view of your customers and marketplace.



Find New Customers

- Identify profitable improvements to existing campaigns
- Reduce customer acquisition costs
- Increase new customer value
- Reduce time spent sourcing new lists

Get More from Existing Customers

- Increase customer value and share of wallet
- Reduce customer churn / attrition
- Identify customers with an appetite for additional products
- Identify likely predictors of lapse / defection
- Identify important triggers to enable effective life-stage management
- Reduce wasted investment in non-profitable customers

Reactivate Lost Customers

- Target based on a detailed understanding of channel, offer and individual customer value
- Identify proven purchasers
- Identify the best winback proposition
- Select only responsive names
- Identify the best communication channel

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About Transactis

Transactis products and services enable our clients to make better, faster and more informed decisions that generate greater efficiencies, profit and an enhanced experience for their customers.

Our products and services include:

- ClaimsID – reduce the cost of handling Goods Lost in Transit claims using a single view of activity across transactions, deliveries and shared claims information from across the Home Shopping sector
- TransAction – detailed transactional data compiled from individual buying behaviour across 186 leading Home Shopping brands
- Vision® – our Single Customer View and Prospect Pool solution
- DataHealth® – an extensive range of data hygiene services
- Virtual Store Detective – stop fraudulent online transactions before they happen
- Contact Strategy and Multi-Channel Campaign Management – the intelligent application of event triggers, insight and personalisation
- Document Solutions – encompassing personalised mail, email, websites, transpromotional documents and catalogue / brochure production