

Map the route to more profitable customer relationships

Use a detailed understanding of customer behaviour to accelerate your ability to grow the value of your most valuable asset

Your ability to invest scarce marketing resources to achieve the best possible return is dependent on your understanding of your customers.

Attaining the **highest levels of customer engagement** whilst keeping contact and communication costs to a minimum requires pin-point accuracy in identifying opportunities to create additional value and customer satisfaction.

You need to **understand your customers** not just in terms of who they are, but how they interact with your business and how their transactions translate into what they want and what they might do next.

In order to forge long-term and profitable relationships you need to be able to identify:

- Which customers have additional unfulfilled demand for your products
- What they will buy
- When they will buy
- What you need to do to prompt them to buy it from you

A complete picture of your customers at individual level based on recent transactions enables you to:

- Interpret the impact of existing activity in time to improve performance
- Uncover latent demand
- Predict future performance
- Segment your customer base to drive more relevant communication
- Identify and execute the most profitable activity

Our insight team can analyse and model your transactional data to provide a 360-degree profile of your customers – not just within your organisation but across their relationships with 180 UK consumer brands.

We provide you with **actionable insight** to determine how, when and what to communicate based on a unique transactional view of your customers:

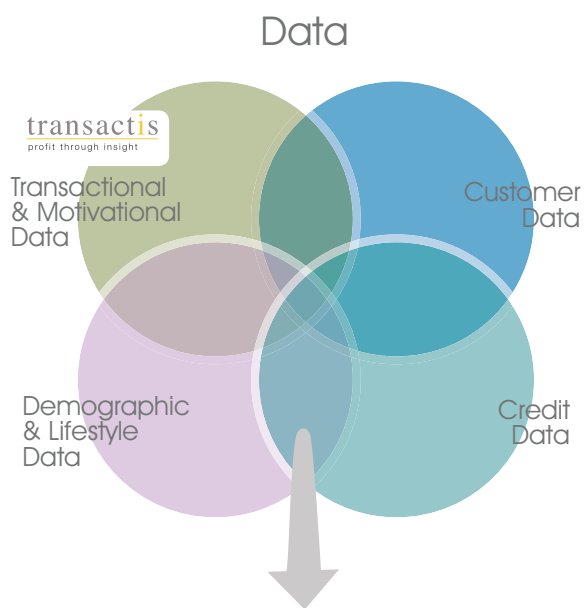
- Recency, frequency and value of spend – with you and elsewhere
- Categories purchased
- Payment method
- Channel preference
- Motivation to purchase
- Seasonal behaviour

Benefits

- Increase return on investment through more precise targeting
- Identify profitable improvements to existing customer treatments
- Optimise marketing investment based on a detailed understanding of channel, offer and individual customer value
- Reduce customer churn / attrition
- Identify likely predictors of lapse / defection
- Increase customer value and “share-of-wallet”
- Identify customers likely to buy additional products
- Identify customers with an appetite for higher value products
- Reduce wasted investment in non-profitable customers
- Identify important event triggers to enable effective customer life-stage management

get more from existing customers

Profiling - Using data on individual buying habits to enable you to understand not just who your customers are, but also to determine likely next actions.



Your customer data is analysed alongside a detailed view of UK consumer transactions to build a detailed profile.

Analysis of individual transactional behaviour enables us to determine the key characteristics of each customer.

Using a number of different statistical methods and analytical techniques we use this detailed profile to understand needs and preferences and predict future opportunity.

Identify

current value
preferred channel
preferred products
personal needs
offer results
cross-/up-sell results
campaign results
relevant key events

Identify

- Attributes of high value customers
- Key events and life-stages
- Channel, product and timing preferences
- Opportunities for additional value

Predict

potential value
future channels
future products
future needs
future offers
future cross-/up-sell
future campaigns
future triggers

Create your Strategy

to attain maximum value
to maximise ways to reach
to offer appropriate products
to encourage indispensibility
to present appropriate offers
to target engaged customers
for improved campaigns
to ensure correct timing