Customer Analytics

Making your customer interactions more effective and mutually beneficial

The opportunity

If you knew what your customers like, what makes them spend more, and when they are happy or unhappy; could you use that information to make more money?

Organizations face ever-increasing customer expectations – customers who expect the "service that's right for me". However, these demanding social consumers are demonstrating greater willingness to embrace innovative products, services, channels, and ways of engaging with suppliers and each other.

The challenge is to determine the most effective ways to treat and interact with individual customers. To do this requires a truly customer-centric view that can only be achieved with a well-informed and intelligent understanding of the customer.

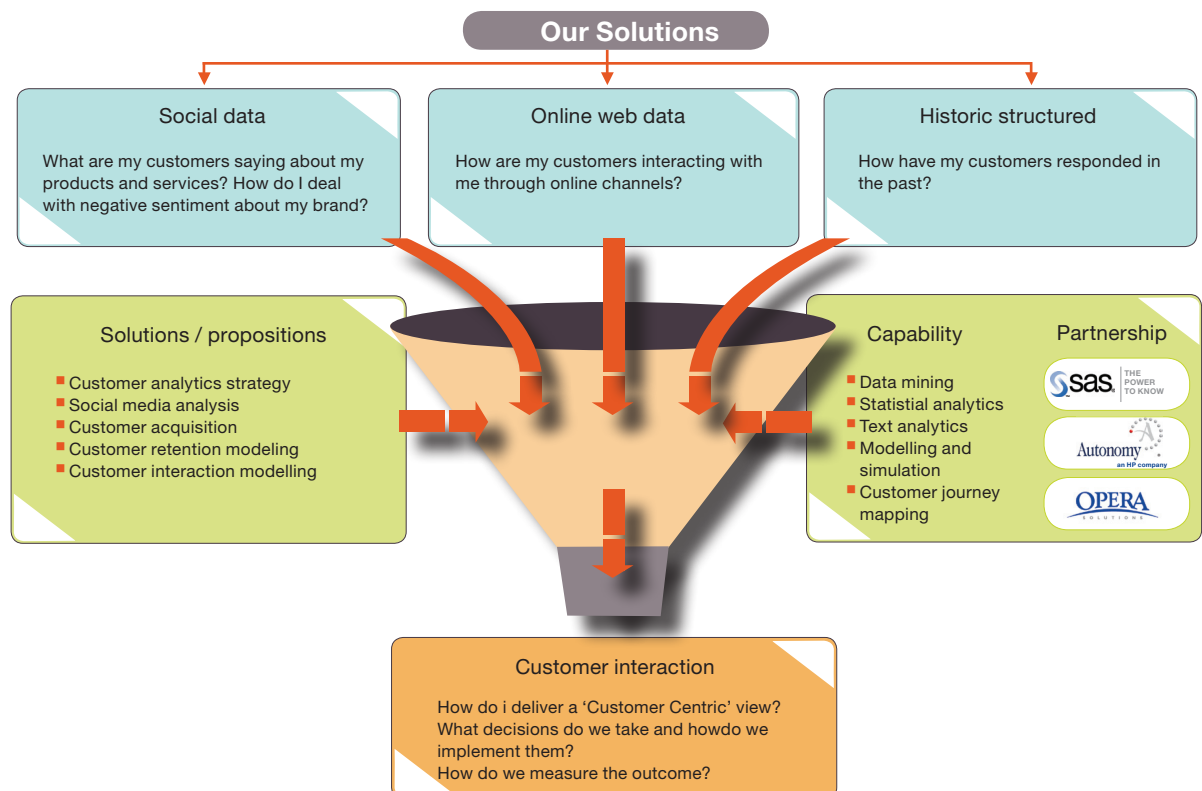In the world of the social consumer, true customer intelligence is the key to improving organizational profitability. With the advent of big data, a whole array of new data sources is available to provide insights on how customers interact on the web, what they are saying to your call center, and what they are tweeting about. New techniques and technologies are available to collect, marshal and analyze the data, and act on the resultant insights to achieve greater returns.

The solution

Collecting, sorting, and interpreting the data

The new and growing set of data sources is characterized by its volume (hence the term "big data") and its diversity. So, now more than ever, the techniques to collect this data, align it and interpret it are crucial. For example, text, voice and video are increasingly important data formats. New technologies are emerging that can be used to convert these into useful data for automated analysis.

Our global Business Analytics practice network has expertise in understanding data sources, cleaning and structuring data and combining disparate sources

Our customer insight solutions and capabilites will drive insight for our clients on how best to interact

Our Solutions

Social data

What are my customers saying about my products and services? How do I deal with negative sentiment about my brand?

Online web data

How are my customers interacting with me through online channels?

Historic structured

How have my customers responded in the past?

Solutions / propositions

- Customer analytics strategy
- Social media analysis
- Customer acquisition
- Customer retention modeling
- Customer interaction modelling

Capability

- Data mining
- Statistial analytics
- Text analytics
- Modelling and simulation
- Customer journey mapping

Partnership

§sas. | THE POWER TO KNOW

Autonomy | an HP company

OPERA SOLUTIONS

Customer interaction

How do i deliver a 'Customer Centric' view?
What decisions do we take and howdo we implement them?
How do we measure the outcome?

to deliver greater insight. Our Customer Analytics solutions often start by combining three key sources of data:

- **Unstructured social data:** what customers are sharing about your products and services
- **Transactional web data:** how current and potential customers are interacting with you online
- **Structured organizational data:** the multichannel data you collect on your customer today – data that is owned and controlled within your organization

This data consolidation is central to our approach to Customer Analytics as it is the interpretation of unstructured data, and its combination with other data sources, that drives the deep understanding of what customers want.

Analytics Solutions

Our solutions, underpinned by deep expertise and partnerships with leading analytics vendors, deliver insight throughout the customer lifecycle. We have developed a number of specific solutions to drive insight in today's market:

- **Social media analysis:** understanding the social traffic that concerns your business
- **Customer acquisition and retention:** understanding what attracts customers to your products and to your competitors
- **Customer wallet sizing:** understanding customers' overall spending profiles and determine how to increase your share though cross- and up-selling
- **Customer interaction modeling:** understanding customer loyalty and experience and the drivers of loyalty and retention
- **Intelligent customer segmentation:** combining structured and unstructured social data to build a better picture of your customer groups

- **Customer sentiment analysis:** analyzing social data to understand the drivers and impact of customer sentiment

Action

Having analyzed the data, organizations need to put the results into action. This is the focus of Capgemini's Customer Analytics approach: we make sure you can use the results to make better, more informed decisions which lead to improved business outcomes.

Some outputs will need interpretation by a business expert, but in many cases the outputs of the analysis can be automatically built into business processes. For example call center scripts and website displays can be updated in real time, while the customer is interacting with you, to create more compelling offers.

Capgemini Business Analytics

Capgemini's Business Analytics global practice network is a core unit within the Business Information Management (BIM) global service line and operates in 25 locations across the world, drawing on a database of over 100 analytics client credentials and analytical models. It provides high-function analytics-based solutions to all major industry sectors and business functions.

Capgemini has over 7,000 consultants working in BIM across the world. We work with all the leading big data and analytical technologies, and provide services to support business analytics from high-level strategy to managed outsourced services. We recognize that analytics are specific to industry sector and sub-sector, and have experts and solutions for each one.

Capgemini Consulting

About Capgemini

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Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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Capgemini Consulting is the global strategy and transformation consulting organization of the Capgemini Group, specializing in advising and supporting enterprises in significant transformation, from innovative strategy to execution and with an unstinting focus on results. With the new digital economy creating significant disruptions and opportunities, our global team of over 3,600 talented individuals work with leading companies and governments to master Digital Transformation, drawing on our understanding of the digital economy and our leadership in business transformation and organizational change.

More information about our services, offices and research is available at

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People matter, results count.