

# Customer Data Analytics

Gain a Greater Understanding of your Customers

Since the arrival of the novel coronavirus in early 2020, 60% of commerce has moved online. A study by McKinsey found that 75% of US customers tried a new brand or a new way of shopping during the pandemic, and 84% used digital channels more than they did in 2019. These numbers may not surprise you, but they should prompt certain questions:

- How effectively can your organization attract and engage customers when you are no longer communicating with them face-to-face? When they are interacting with your organization over multiple channels and from multiple devices?
- How effectively can you turn new digital prospects into customers? From single-purchase customers to repeat customers?
- Who are your most loyal customers and is that affinity increasing or beginning to fade?

Indeed, getting to know your customer's behaviors depends on much more than responsiveness of your website or the efficiency of your order processing and fulfillment systems. Even more important is your understanding of—and your ability to anticipate and respond to—each customer's needs, preferences, and history.

## Data, data, everywhere...

A customer relationship management (CRM) system may seem sufficient to track and manage customer needs. But, as privacy regulations continue to expand, they create constraints around what information you can collect, retain, and reuse. As more customer engagements move online, your CRM system is unlikely to contain all the data that you need to create a complete picture of a given customer's needs, desires, and preferences.

### Benefits

Using the Avalanche Cloud Data Platform, IT will be able to help its business know its customers better which provides opportunities to:

#### Access, Enrich, Analyze, and Act on Key Customer 360 Initiatives

- Customer profile
- Micro-segmentation
- Churn analysis
- Market basket analysis
- Next best action
- Campaign optimization

#### Key benefits across all Customer 360 Initiatives

- Aggregate and act on customer data - day one
- Gain real-time customer insights across silos
- Analyze, visualize and report without re-training
- Reduce dependency on it and integration services
- Avoid customer data and cloud lock-in

Some of that data may be in your CRM system, but other key data points may reside in your billing and fulfillment systems, your call center, IoT networks, or external systems. More data may be obtainable through SaaS platforms, third party subscription services, social media, and other sources. The issue is rarely whether the data exists but whether it can be analyzed and acted upon when it exists in such a fragmented state.



Customer Profile



Micro Segmentation



Churn Analysis



Market Basket Analysis



Next Best Action



Campaign Optimization

ACCESS AND ENRICH



ANALYZE



ACT

Ultimately, your ability to differentiate your offerings and engage effectively with customers depends on your ability to create an ideal experience for each of your customers—existing and potential; that experience must draw them in, reflect a deep understanding of their history with your organization, their preferences and needs, and motivate them to stay. Your ability to create such an experience depends on your insights into those preferences, needs, and historical touch points—which in turn depend on your ability to access and glean meaning from all the different data points that, taken together, resolve into a full, 360-degree understanding of each customer.

## Forming a fully-integrated understanding

This is where the Avalanche Cloud Data Platform can open up a whole new world of actionable, real-time insight with an out of the box solution to help accelerate customer analytics.

By design, the Actian platform allows you to quickly and easily connect, manage, and analyze data from a wide range of on-premise, streaming, and cloud-based sources—including SAP, NetSuite, Salesforce, Marketo, Zendesk, Facebook, Twitter, and hundreds of others. With the Actian platform, data ingestion and aggregation is simplified. Powerful connectors and APIs that enable your business analysts, data scientists, and data engineers to extract, merge, refine, and integrate data without the intervention of coding teams from IT. A drag-and-drop interface enables users select, prepare, and load datasets themselves, which dramatically accelerates access to the actionable insights your organization needs to create a differentiated experience tailored for each customer. The platform also provides the ability to profile your data and create data quality rules so that you can be sure the data that is being accessed is complete and correct.

## Acting effectively on insight

While there are multiple elements to customer experience management (CXM)—from the creation of dynamic customer profiles and the identification of micro-segments to individualized recommendation engines, the Actian platform can help you better understand your customer journey. Responses to campaign optimization programs, market basket and customer churn analyses can help you determine the best path to acquiring and retaining your customers. The Avalanche Cloud Data Platform provides everything needed for real-time customer data analytics and enables your teams to use best-of-breed business intelligence (BI), visualization, and machine learning (ML) solutions from organizations such as DataRobot, Jupyter, IBM Cognos, Looker, Tableau, and others.

The aggregation and analytical features of the Actian platform also enable you to overcome the limitations inherent in many of the analytical tools already built into systems you may be using (such as native analytical tools focused only on a specific ERP or CRM system). With the Actian platform you can construct new models based on raw data, reconcile multiple identities and personas from different systems, and gain insights that no single data repository could possibly provide. You can enrich and improve the quality and completeness of your customer profiles and then use those findings as the basis for both proactive and reactive engagements.

You can also use the aggregation and analytical features of the Avalanche Cloud Data Platform to focus on the customer data that are most germane to your organization and your digital transformation strategy. Some organizations need a better understanding of the “customer journey” others want greater insight into the “voice of the customer (VoC).” For some companies, sentiment analysis on social media is key; for others, how customers use a network or service provides for a better understanding of real-world service usage and how that maps to individuals and groups within a customer’s organization.

