

Customer 360

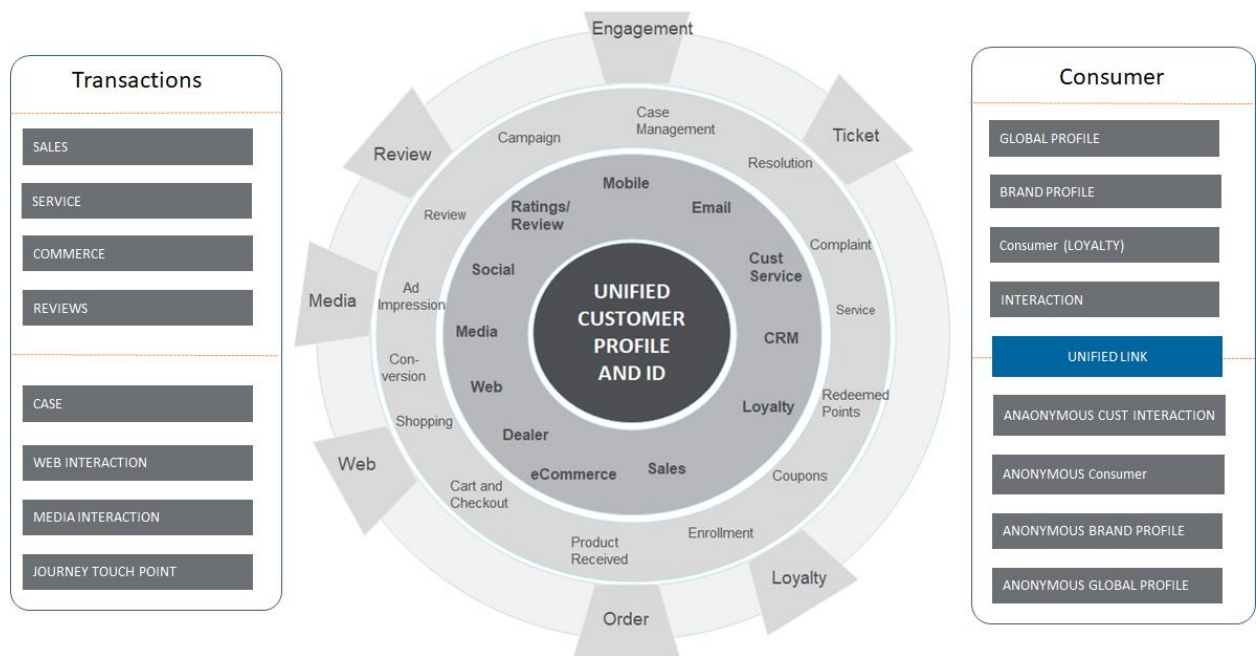
1. Offer Summary:

Mindtree offers an assessment to help you create a roadmap for achieving a 360-degree view of their customers using Azure Cloud infrastructure with the objective of personalizing customer experiences, improving cross channel engagement and marketing effectiveness.

2. Offer Description:

Enterprises world over have realized that to stay competitive, they need to understand their customer better. However, customer data is generated from multiple sources including loyalty programs, in-store POS data, website logs, phone and email communications, social media, syndicated research data, etc. and resides in silos. At Mindtree, we help organizations integrate customer data from various touch points and sources to build a Customer 360 view using Azure Cloud infrastructure and make meaningful decisions.

To achieve this, we offer an assessment of your existing customer data sprawl and create a roadmap for achieving a Customer 360 View.



What we do:

Week 1

- Understand the business and marketing challenges with customer data
- Understand the sources of customer data
- Design Thinking workshop to imagine the possibilities with Customer 360 view

Week 2

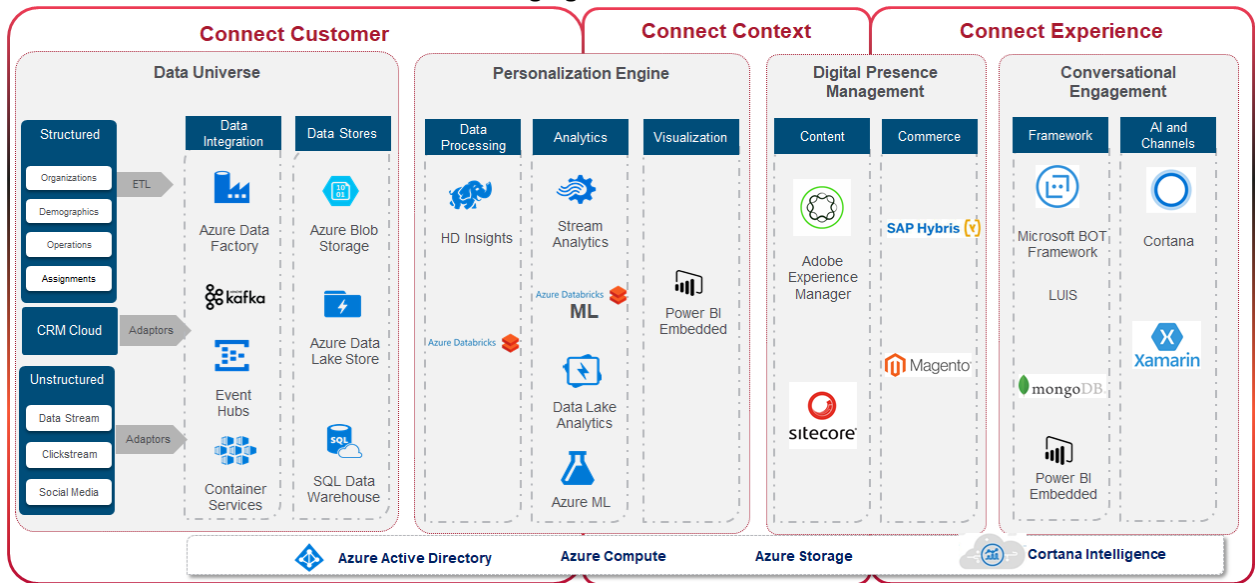
- Big Data Sandbox for business case validation

- Measure the cost and expected benefits of the Customer 360 solution

Key Deliverables:

- High Level Roadmap and Strategy for achieving Customer 360 View
- Recommended Architecture by leveraging Azure Cloud
- Business Case for building a Customer 360 View

Recommended Solution Architecture leveraging Azure Cloud:



Why Mindtree:

- Consulting and platform-led approach to develop customer persona and identify opportunities
- We leverage our Decision Moments platform to accelerate time to market
- Multichannel KPI framework
- Expertise across MarTech and AdTech Platforms

Key Benefits achieved:

- Long-term roadmap for building a Customer 360 View and achieving business value
- Better understanding of customer and their behavior leading to lower cost of customer acquisition
- Improved conversion with personalized engagement
- Cross-sell/ up-sell products with predictive analytics