customer intelligence AI

KNOW YOUR CUSTOMERS

AI-DRIVEN DATA SCIENCE SOLUTION THAT PROVIDES CRUCIAL INSIGHTS INTO YOUR CUSTOMER BASE.

BE PROACTIVE, RATHER THAN REACTIVE, AND UNCOVER WHICH CUSTOMERS ARE LOYAL, WHICH WANT TO LEAVE, WHAT OTHER PRODUCTS THEY'RE INTERESTED IN, AND HOW MUCH THEY COULD SPEND WITH YOU.

THANKS TO POWERFUL DATA MODELLING TECHNIQUES, DISCOVER HIDDEN INFORMATION IN YOUR DATA THAT WILL REDUCE CUSTOMER ATTRITION.

BOOK YOUR FREE DEMO

data courage

sales@datacourage.com

pd.datacourage.com

WHO are they?

WHERE do they come from?

WHAT their purchase preferences are?

WHEN will they need new products and services?

WHY they would choose you over your competitors?

Knowing your customers is the basis for effective sales and the development of every business.

Thanks to thorough data analysis, you can obtain all this information and implement appropriate steps to meet the needs of your customers.

GET THE ANSWERS

At Data Courage, our team of Data Science specialises in finding answers to these important questions. Customer Intelligence is a series of tools that allow for complex grouping and predictive analysis in order to draw conclusions for the future, notice mistakes in earlier strategy planning, and plan the most effective marketing campaigns that meet your customer's needs.

customer intelligence®
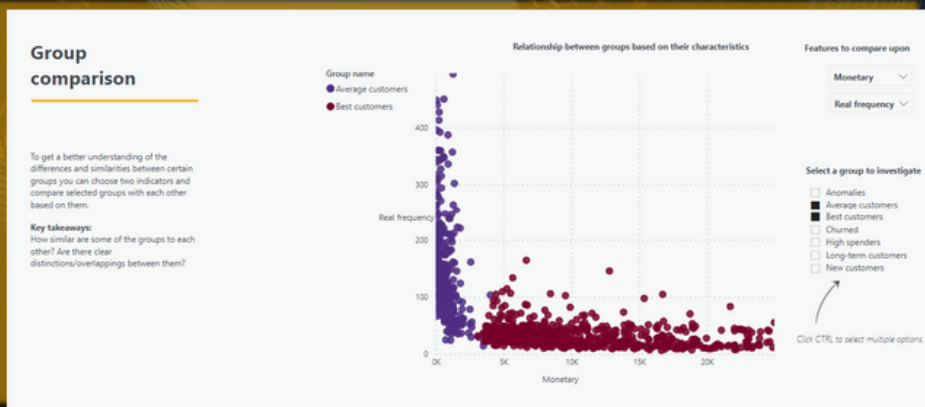
RFM + is a data modeling technique used to analyze the value of each customer. At Data Courage, we have developed the classic RFM with additional indicators.

RECENCY
When was the last time a customer made a purchase?

FREQUENCY
How many times did a customer buy something?

MONETARY VALUE
How much money did a customer spend on purchases?

LOYALTY
What is the customer tenure duration?

PURCHASE INTERVAL
How often a customer makes a purchase?

Our Artificial Intelligence algorithms learn these behaviours flawlessly. By quickly grouping your customers from best to worst, you can see at a glance which customers need more or less of your attention.

REACT SOONER AND REDUCE CUSTOMER CHURN.

The Churn Rate, also known as Customer Attrition, is the net percentage of customers who no longer use your products or services, measured over a period of time. Using our data modelling tools, we're not only able to show which customers have left, but also predict which customers aren't satisfied and will stop using your services. More importantly, we're able to tell you why.

Using our innovative 'Next Purchase Day' analysis, you'll be able to predict when you're customers will next make purchases based up historical trends and importantly using our predictive analytical tools. Thanks to this, you'll be able to make decisions about marketing or sales strategy, directing your resources and funds to those areas where sales aren't currently expected, helping drive additional sales revenue.
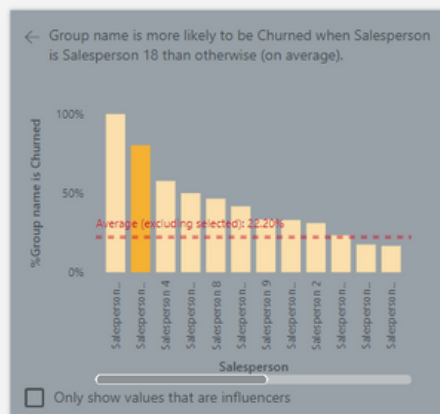
customer intelligence®

Key Influencers

Find out more about customer groups. Check what influences the customer's assignment to a given group

Customer Intelligence from Data Courage is a comprehensive solution that will allow you to get to know your customers thoroughly, so you can make faster and effective decisions.

Customer Intelligence is an easy way to generate more profit for your company.

- AI-powered
- user-friendly interface
- quick implementation
- data aggregation from various sources
- no technical training required

customer intelligence (AI)

BOOK YOUR FREE DEMO

sales@datacourage.com

pd.datacourage.com