

Customer 360° Profiling

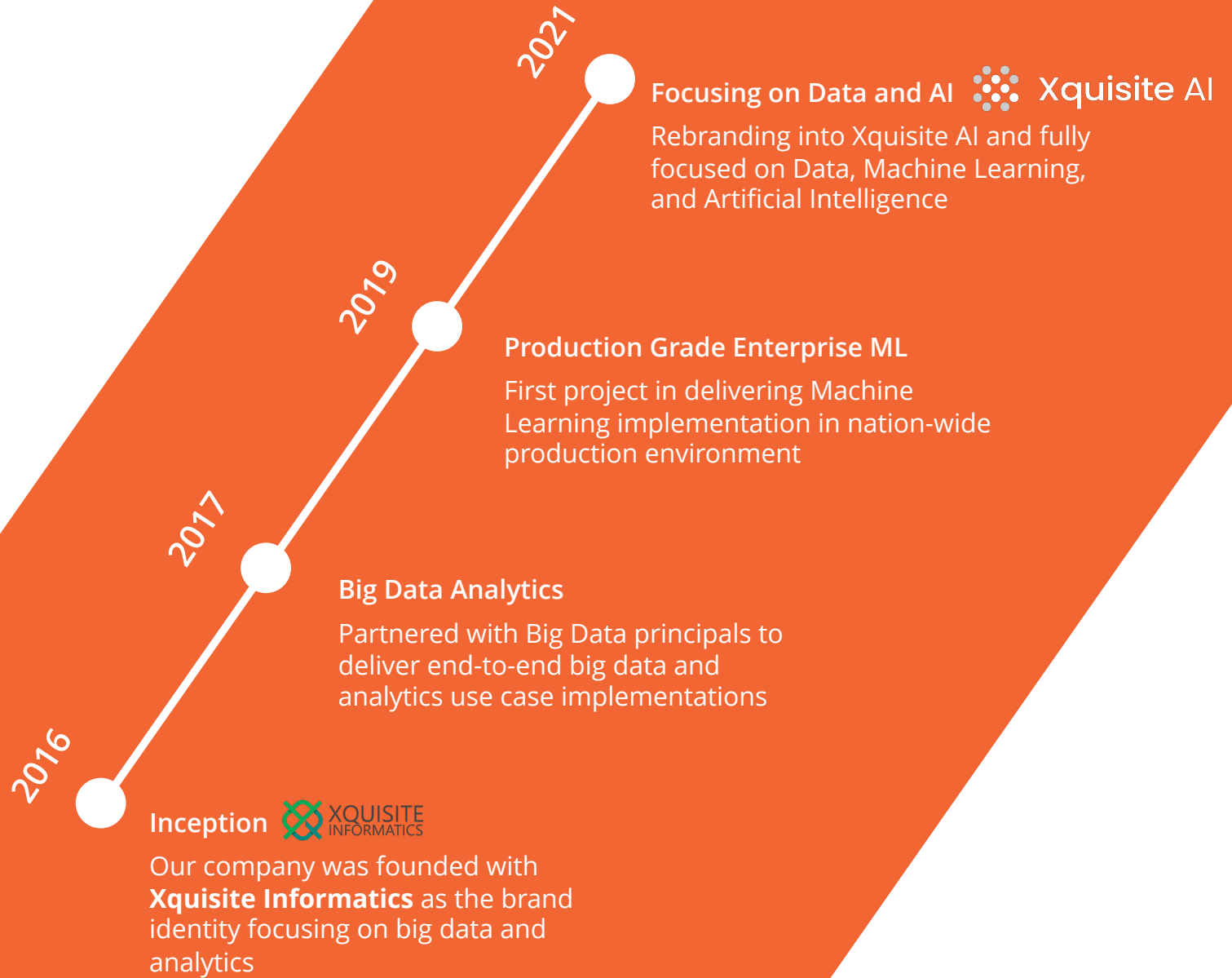
An xquisite.ai solution



Xquisite AI

About Us

- We are data enthusiasts offering data analytics and AI solution at scale
- Since 2016, our firm has a collective expertise in commercial, corporate, digital, and government projects - each with a philosophy of innovative solution woven into them.



Customer 360°

Key Points



To create customer 360 is to connect customer's online and offline interaction via various sites. The captured data enable client to perform thorough customer journey analysis.

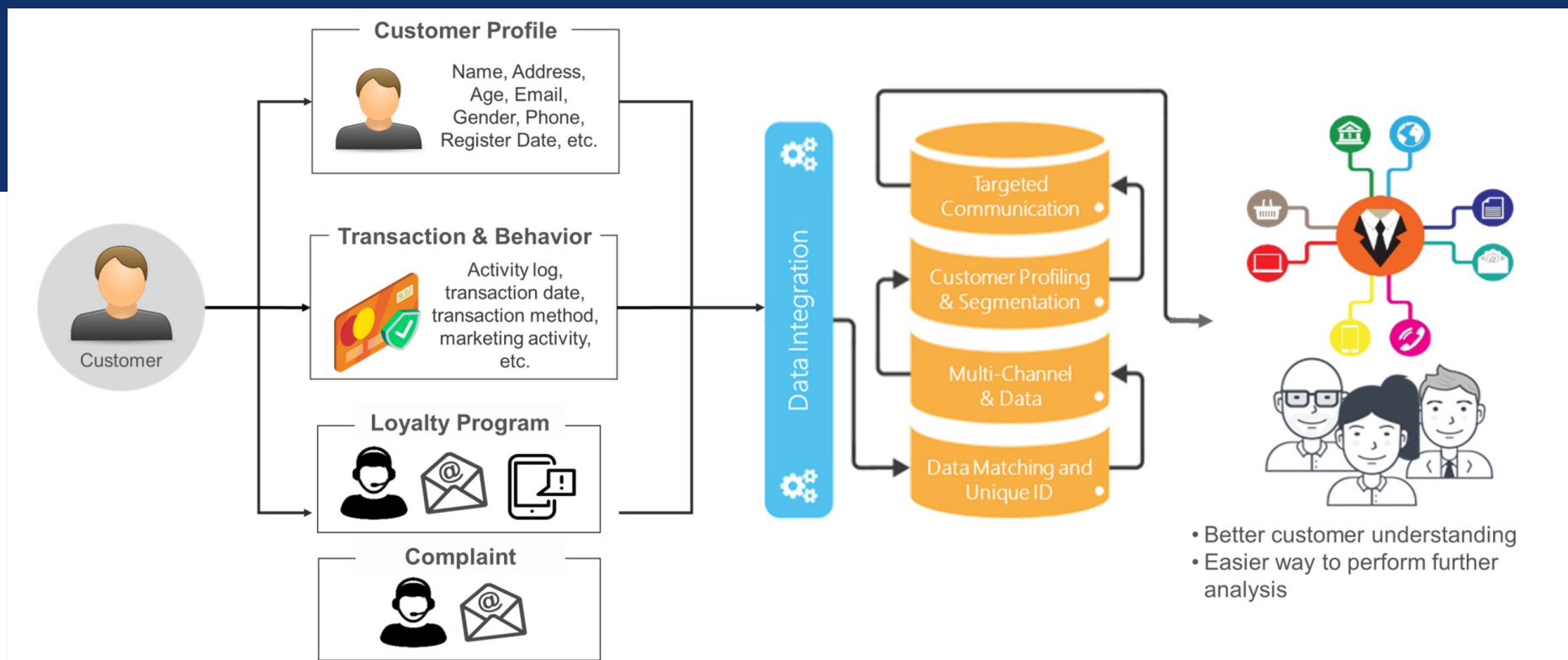
The outcome of these analysis can be used to provide better insight of client's customer to arrange better strategy in retaining loyal customers (avoid churning), increasing sales (co-sell and up-sell) and capturing market (potential loyal customer).

This solution is applicable to many B2Cs with a lot of customer and a great deal of transactional data and want to have a better understanding of their customers.

Customer 360°

Methodology

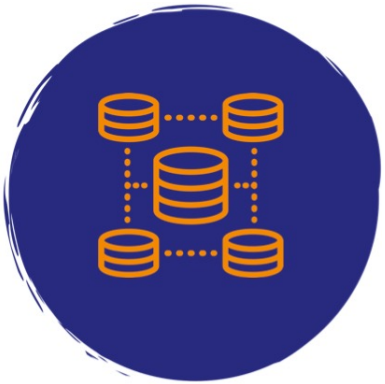
We do this through data integration from every touch point, resulting in comprehensive customer profiling which make it possible to initiate social intelligence, design customer segmentation and generate scoring strategies around customer interests, rather than simply relying on historical transaction data.



Customer 360°

Business Benefit

Integrated Customer
Data Management



Integrated Customer
Analytics Platform



Personalization

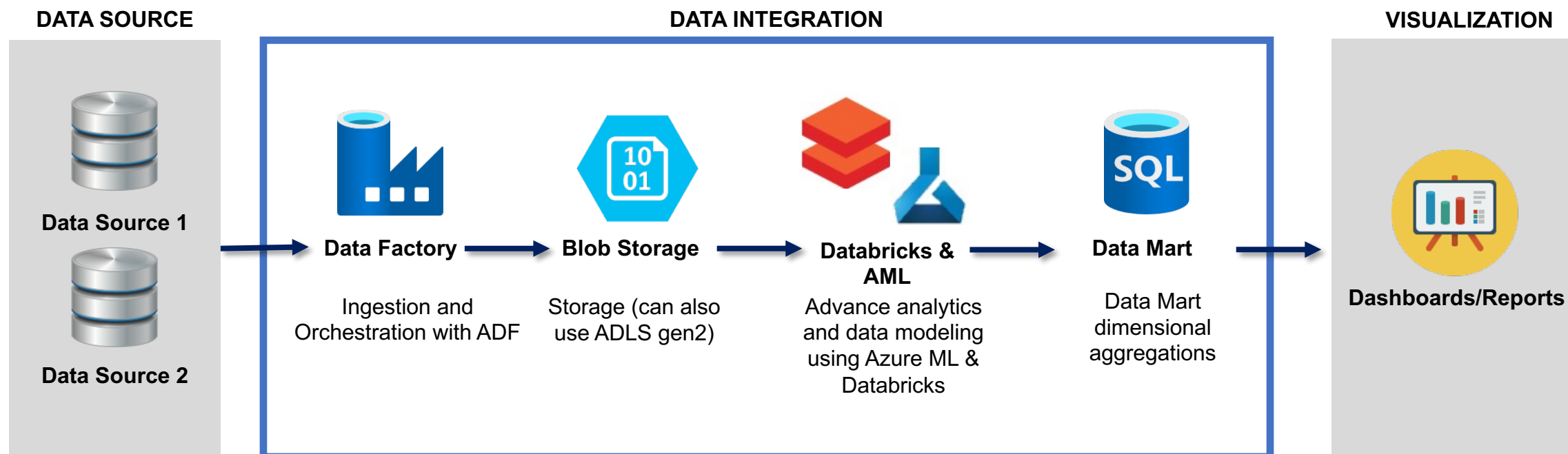


Integrated CRM Activity



Customer 360°

General Architecture



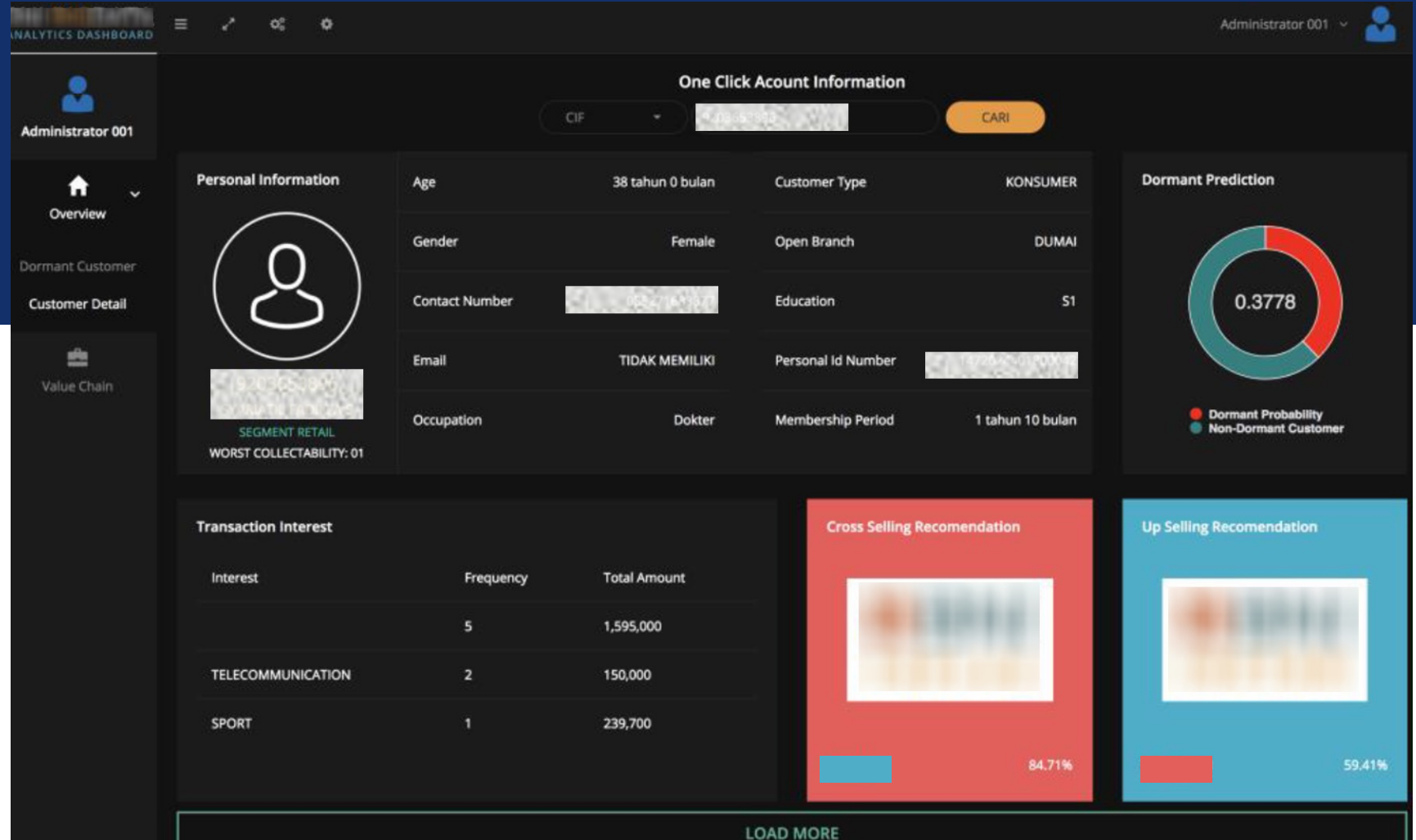
Dashboard Sample

Customer 360°

Integrated Customer Profiling Dashboard Sample (in one of our Banking client)

The client needs assistance to be more precise during up-sell and co-sell activity to existing customer.

We helped them created a platform to see which customers are best suited for the recommended co-sell/up-sell product. It also indicates if said customer needs attention.

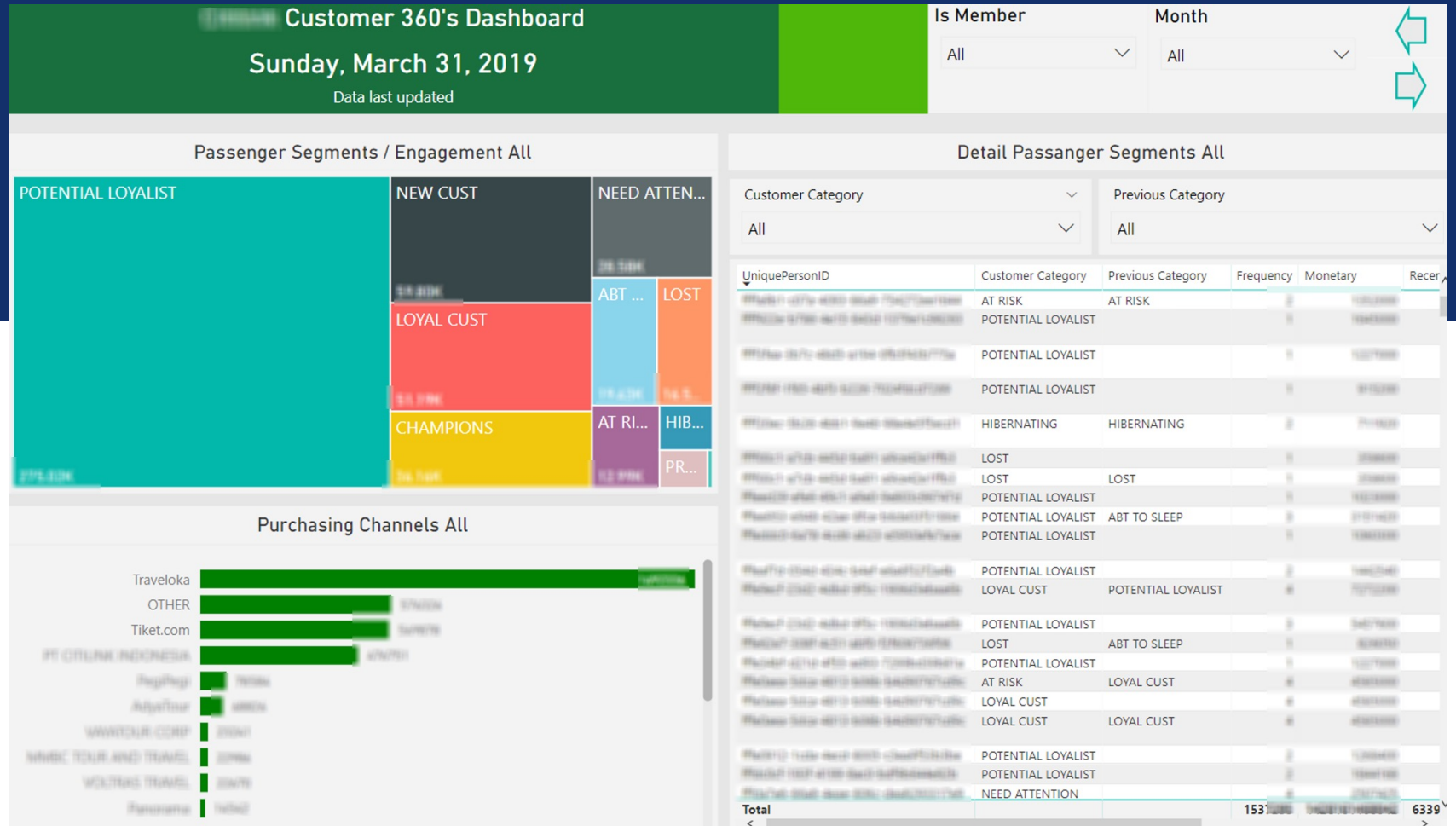


Dashboard Sample

Customer 360°

The client have a conventional categorization for their customer which is based on their total spendings. We helped them created a platform to see which online sales channel is contributing more and which groups of customer need attention.

Integrated Customer Segmentation Dashboard Sample (in one of our Airline client)



Customer 360°

Possible use case in **Healthcare**

Utilize data in each patient's visit or treatment to enhance healthcare facility services and potentially increase productivity of employees.



Customer Profile & Integrated Dashboard



Individual care

Enhance patient engagement

Monitor diseases trends

Team productivity

Customer 360°

Possible use case in Retail

Customer 360 combined with AI technology such as facial recognition, enable client to identify whether customers are members or not upon entering store.

If member, the store can blast text message of current promotion. If not member but a returning customer, staff will try to upsell a membership.



Customer Profile & Integrated Dashboard

