

Connected and Ready

Customer Insight



AlfaPeople

Introduction

Business Context

Today's Enterprises want to be able to understand changing preferences and needs of their customers to provide personalized experiences. What they need is a solution that helps them be part of customer journey for life.

Our solution of Customer Insights offers pre-defined industry components (like KPIs, Data Model) to empower Enterprises with efficient marketing campaign, better cross-sell and upsell opportunities, enhance customer loyalty, improve workforce productivity and greater customer satisfaction through personalized experiences with 360-degree view of customers.



Real time usage reports and advanced analytics

- Enable real time insights and decisions through the process of discovery.
- Use OOB reports and easily add customizable reports.
- Understand salient customer segments with powerful segmentation.
- Create calculated metrics and custom dimensions for advanced analytics.
- Connect to systems of action to trigger automation.

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Understand customer experiences through journeys

- Use customer behaviors, pathing, and traffic sources to mine for insights.
- Quantify the effectiveness of behaviors towards achieving an outcome.
- Use learnings to drive other systems to orchestrate next best actions.
- Analyze the impact of behaviors on business outcomes.

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			= 35 - 54 = 55+
			36%
			Gender
	Total C Arrived C Completed C		a male 61% 3%
	Stayed Stopped O		Add attributes to view demographic
			distribution via Journey playground settings



Expand to multichannel analytics with Audience Insights

- Combine data from other sources such as transactional, demographic and survey with behavioral data
- Enrich your interactive analysis in PI to understand the customer journeys and what drives behaviors
- Enrich Audience Insights profiles with relevant web and mobile activities
- With Dynamics 365 Marketing, drive personalized actions based on the holistic (EI+AI) view of the customer.



Get started quickly and easily with a seamless first run experience.

Understand what users are looking for, and how one interaction will impact all the rest.

Understand your users interactively across their digital experience across web, mobile and connected products. Enterprises where their Customers data is spread across multiple applications / systems and in need of integrated Customer Insights enabling them to provide personalized experiences to their customers.

These Enterprises could be aligned to any of the following industries: Banking, Insurance, Utilities, Airlines and Hospitality, Retail and Healthcare.





Scope of Work

Understand key business challenges and customer KPIs that would help measure customer satisfaction.

Understand how to offer personalized experiences to customer.

Create 360-degree view for all your customers Identify current customer data sources and associated gaps.

Create a PoC of insights solution for initial understanding.

Configure Customer data sources Unify data (Map, Match, Merge) Build relationships, activities, segments and measures, enrichment

Build reports/dashboards using Power BI Build Solution on PowerApps to connect to CI data and present customer data and dashboards.



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