

TRENDENCE

AZURE MARKETPLACE →

Customer 360 (Cosmos)

Solution Deck

#BeyondPossible

Customer Cosmos

Challenges



Data Challenges

- › **Data is siloed**, lack of connected data leading to poor customer insights



Lack of quality customer insights

- › **Lack of comprehensive customer strategy. Need for deeper customer insights** like preferences, headroom, CLTV, Journey, Hobbies for advanced personalization strategies



Legacy Customer Analytics Systems & Process

- › Inefficient data models & poor workflows led to **low analyst productivity & heavy dependency technology experts..**



Weak personalization strategy

- › **Companies not able to move past the one-size fits all strategy** resulting in suboptimal experiences and eventually losing customers to their competition. **Dated segmentations lead to prioritizing customer segments that are already engaged**

Customer Cosmos Solution

- Tredence's Customer Cosmos is an enriched Customer 360 data model that provides omnichannel visibility into profiles, behavior, preferences, attitudes, and deeper customer insights by integrating 1st and 3rd party data. Now you can organize all customer data on a single platform across source systems and customer journeys. Customer Cosmos helps businesses increase customer lifetime value, reduce customer churn, and develop better relationships with customers.
- Customer Cosmos enables businesses to leverage and build customer-centric applications based on the 360-degree customer data they collect. Businesses leveraging Cosmos are enabled to develop end-to-end personalized experiences, create more effective marketing campaigns, improve customer service, etc.

Key Ingredients of Customer Cosmos



Customer Data Model & KPI Stores.

Verticalized and Sub-verticalized Cosmos Feature Store across Retail, Telecom, Media, Insurance, Health etc.



Pre-built Data engineering

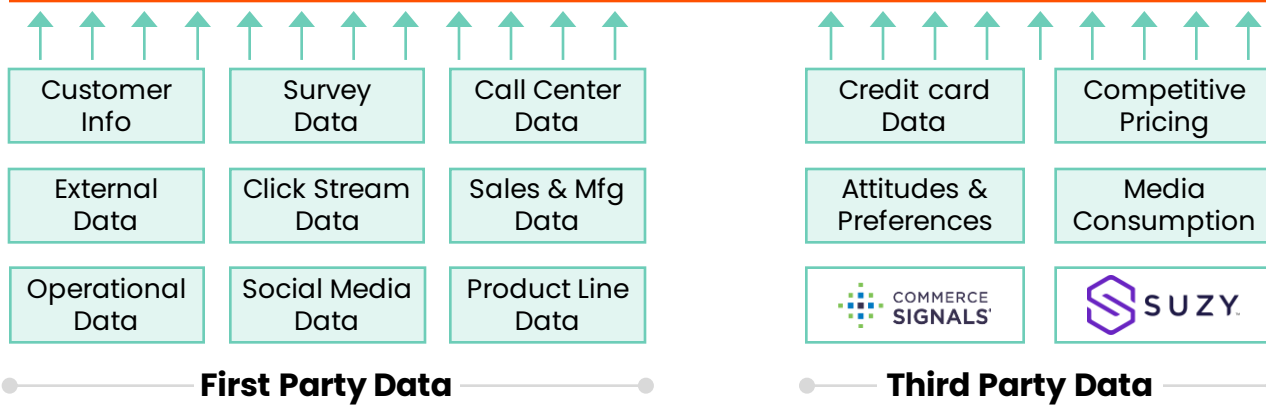
Transformation Notebooks. SQL pipelines to get 360 Customer Attributes from sources systems



Prebuilt AI/ML notebooks

with modularized parameter tuning for predictive & preference customer attributes

Customer experience reference architecture



Customer Cosmos
AI/ML models predicting customer behaviour, CLTV and providing recommendations across digital platforms

Next Best Experience
Connect data & intelligence from analytics platform to activation layer for marketing & digital orchestration

Single View of Customers +
Aggregated data models for ease of analytics use cases

Self Serve Accelerators
Enterprise Reports for Sales, Marketing, Operations, CX, Merchandising etc.

Benefits



Scales Rapidly by design & allows for incremental enrichment use case by use case.



Pre-defined modular Customer feature stores across source systems for self-serve.



Radical transparency & Control, improved data security, and maintains quality and data governance



Reduced Opex & Fosters Self-Serve . Increased analytics productivity due to self-serve & ease of use



Access to new Data source, Segments, Models, Predictive attributes for advancement in personalization & customer applications



Works within your firewall. Built and deployed on Azure stack with customization to client environment

Most retailers face hurdles in engaging customers due to poor customer analytics



PROBLEM/ CHALLENGE



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Weak Measurement Strategy

Lack of Holistic measurement strategy on short term metrics like visits, purchases & long-term metrics such as life cycle movements hurting personalization outcomes & customer engagement activities



Cosmos is a comprehensive customer 360 platform that captures all customer features across 1st & 3rd party data

Cosmos powers multiple analytics applications around Personalization, Promotion, Customer Journey, Customer service, Merchandizing etc. **The rich feature set available on Cosmos uses proprietary ML models, 3rd party data partnerships & Data transformation accelerators to get a deep understanding of customers.**

Fosters Self-Serve & Reduces Ad hoc

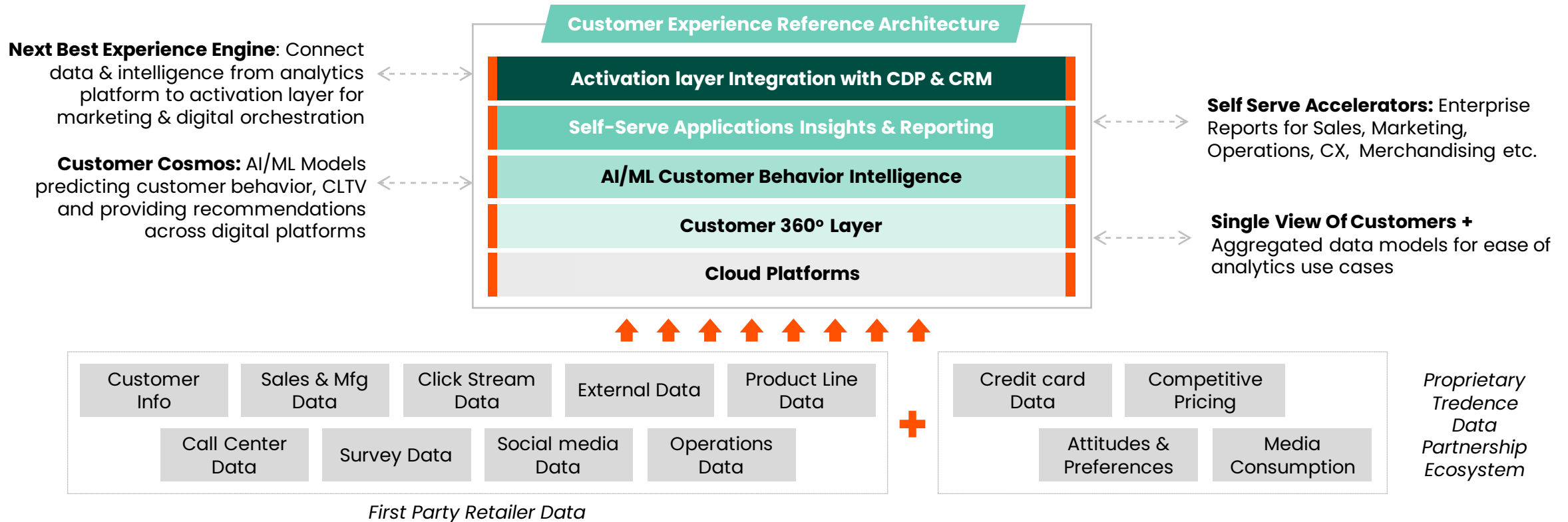
Data Monetization to Maximize the Value of Data

Maintains standard quality of data

Persistent Customer Intelligence

Scales rapidly by design

Works within your firewall



Tredence provided end to end marketing and personalization support for a retailer with **+100M** households through Cosmos

Financial Planning

Annual Operation Plan (AOP) – Marketing & Finance

- >> Scenario planning for marketing spend levels
- >> Align financial plan with marketers at channel & Category level
- >> What-if causal forecast simulations for risk mitigation

Real time tracking and causal decomp to drive periodic adjustments for unplanned events & changing consumer behavior

Identify

Audience Selection

- ▣ Purchase Propensity & Churn Models (Channel, Seasonal / timing, brand, category & product) to enable real time/on-demand audience selection

Personalization for everyone

- ▣ Target at individual level instead of segment level – Rapid test & look alike modeling for customers with less data

Orchestrate

AI Orchestration & Personalized Content

- ▣ Orchestrate customer journeys across lifecycle segments using right channel with right product at right time – AI/ML driven content personalized for each customer / cohort

DMP Push

- ▣ Provide Real time / on-demand inputs to DMP to enable interventions & notifications with personalized messaging during shopping journey

Measure

Unified Measurement

- ▣ Unified live MMM/MTA, TVA and reallocation engine

Test & Learn Platform

- ▣ Enabling experimentation & decision making across touchpoints of customer journey

Measurement 360

- ▣ Retain learning from Marketing Campaigns to provide inputs to design new campaigns & measure impact on CLTV

Customer Cosmos Data Platform: One-view of the customer, live time ML segmentation, 3P monetization, data democratization & ongoing measurement/optimization

6x

Increase in supplier Marketing Spend over last 2 years

10pt.

NPS improvement for ecommerce purchasers

5X

Improvement in query and ML segmentation processing time

+25M

of at-risk customers reengaged in 2020

\$230

Increase in customer lifetime value attributed to marketing

Thank You

#BeyondPossible

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