



# ElitCustomer Insights Suite

Elitmind for Business



Microsoft  
Partner



- Gold Data Analytics
- Gold Cloud Platform
- Gold Data Platform
- Gold DevOps
- Gold Datacenter

# Customer expectations are growing. It's time to get to know **your customer** better



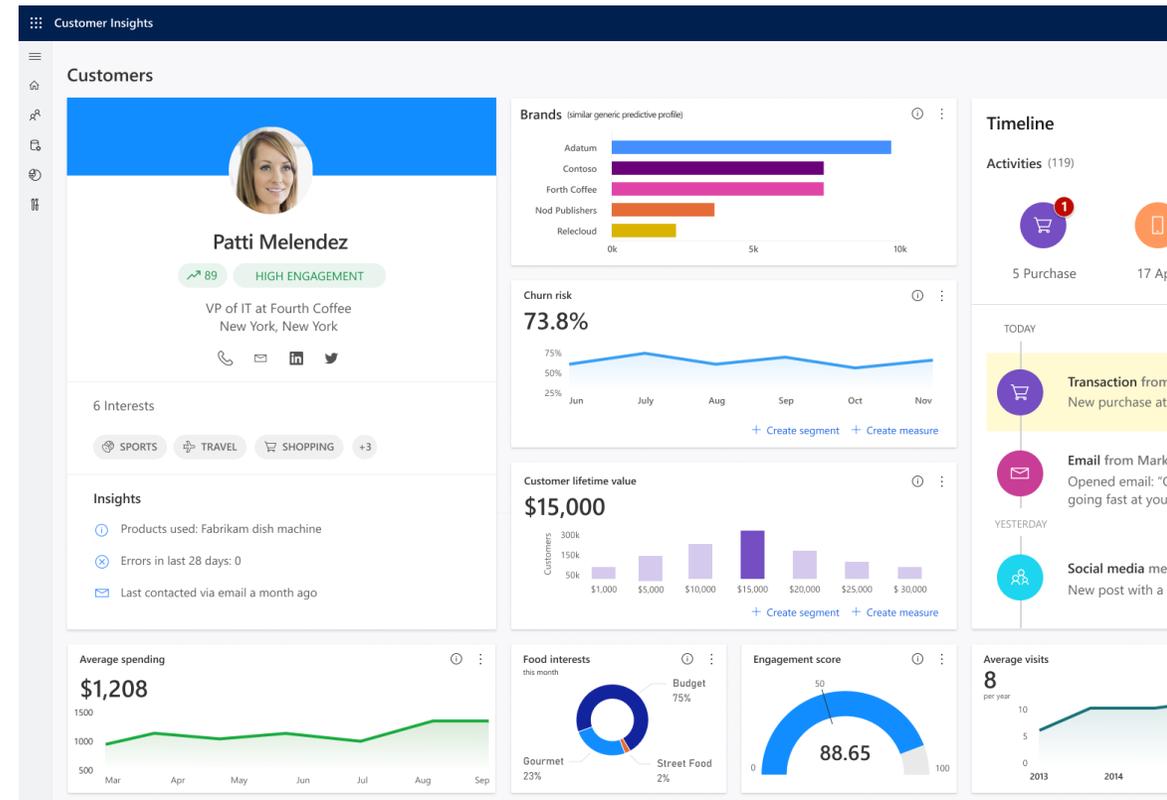
91% of consumers are more likely to shop with brands who recognize, remember, and provide relevant offers and recommendations. <sup>1</sup>



81% of buyers want brands to get to know them and understand when to approach them and when not to. <sup>2</sup>

<sup>1</sup> [Accenture](#)

<sup>2</sup> [Accenture](#)



# That will bring you **end-to-end customer experience**



# How about to have **one place**:



to get a holistic view of **customers**



for real-time **insight**



for **personalized experiences** and **processes**



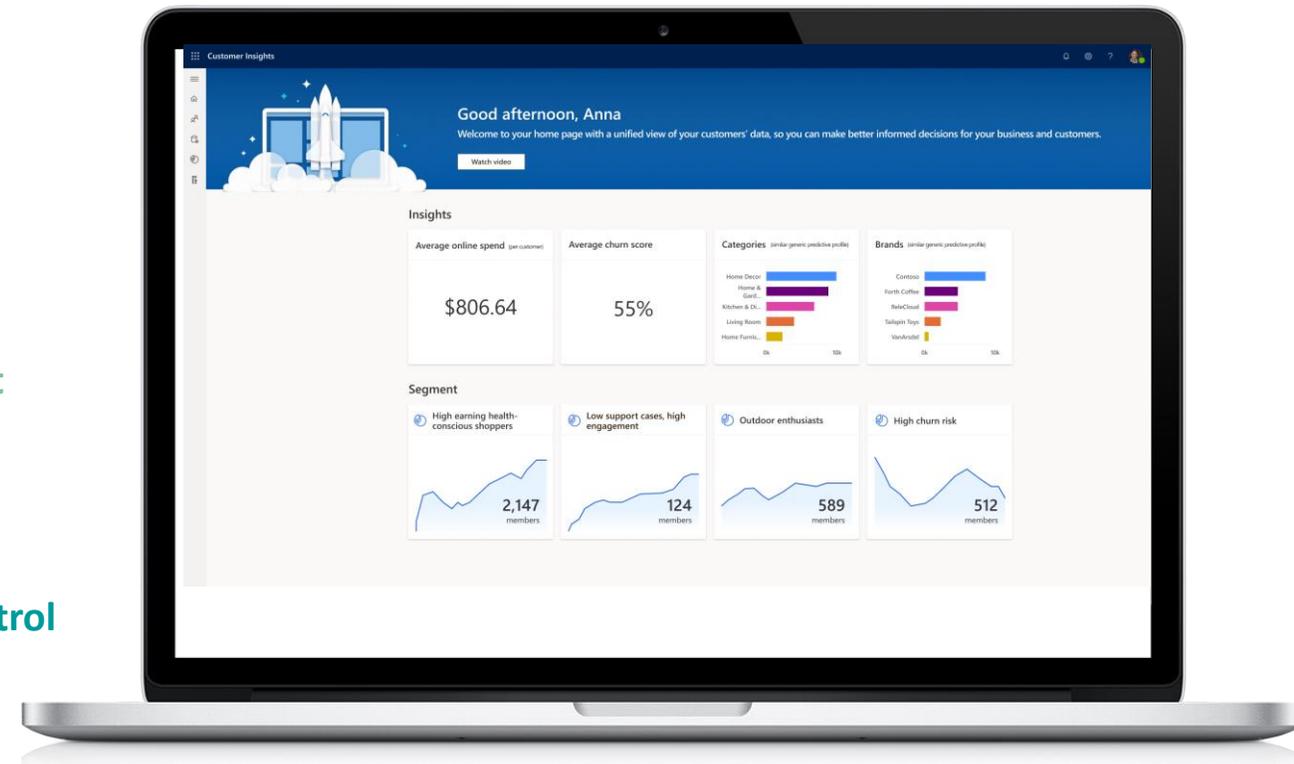
to **predict customer intent**



to spot **trends and patterns**



to maintain **control** of your data



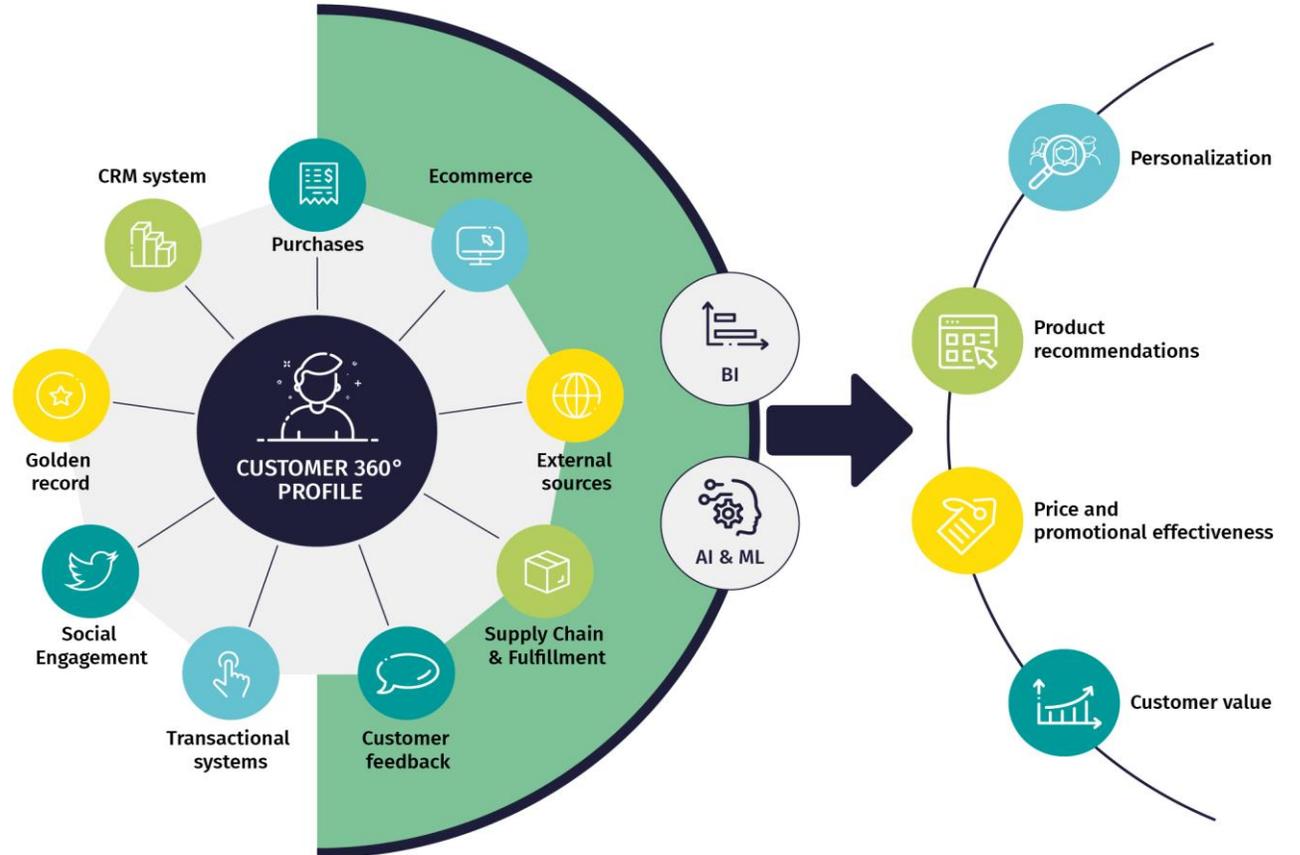
# We have the **solution**:



We help empower every organization to **unify and understand** its **customer data** to derive insights that **power personalized experiences** and processes

**ElitCustomer Insights Suite** is an integrated solution developed by **Elitmind** based on Microsoft Dynamics 365 **Customer Insights** and Microsoft Azure platform.

It connects data from transactional, behavioral and observational sources to create a **360-degree customer view**.



# ElitCustomer Insights Suite



You can easily **create KPIs and measures** of your choice

- ✓ Number of total customers, revenue and transactions,
- ✓ Number of online customers, Number of store customers,
- ✓ Online Spend Value, Total Store Spend,
- ✓ Lifetime Spend, Average Web Purchase Value
- ✓ Average basket size
- ✓ Etc



Take advantage of included **segmentation** mechanisms and **Machine Learning models**

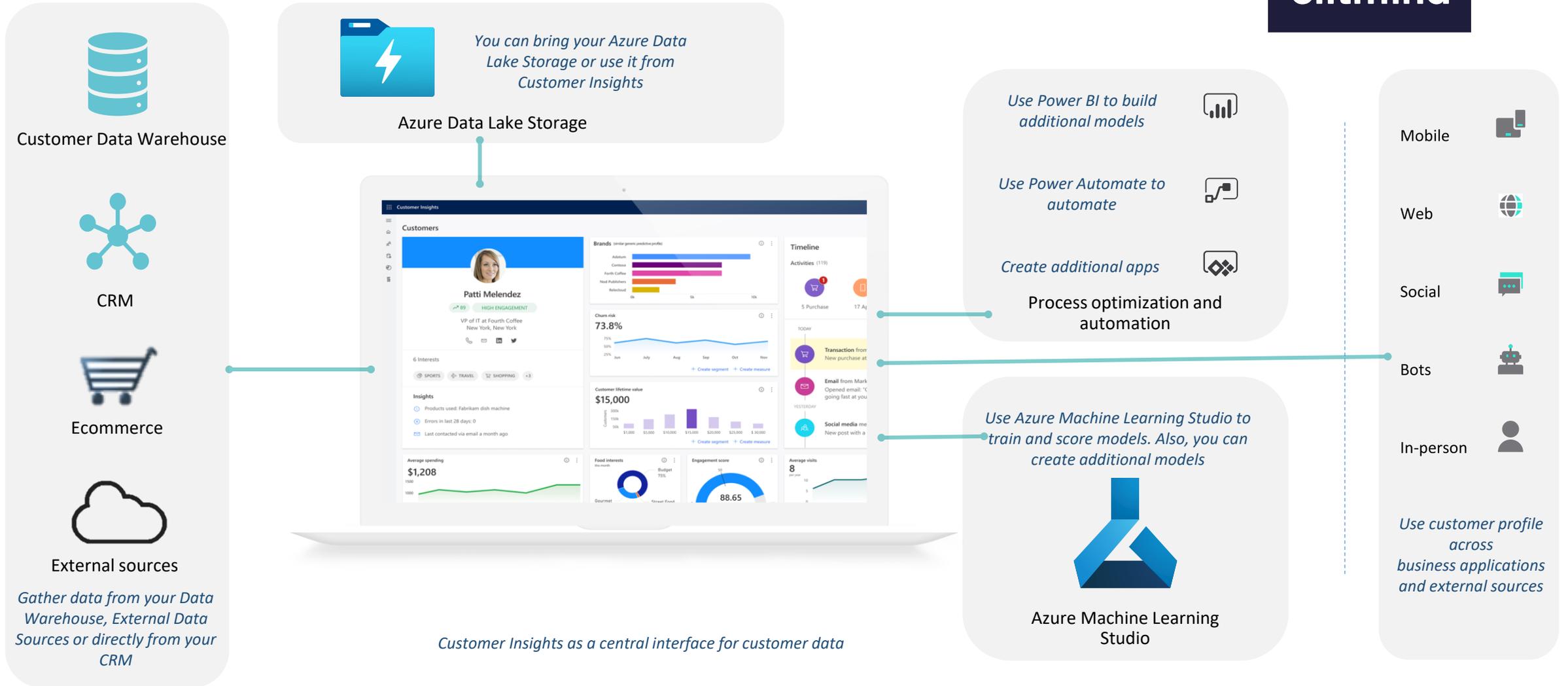
- ✓ **Anti-churn** – which customers are likely to leave and how to prevent it
- ✓ Any **custom additional model** available as an extension:
  - ✓ **Recommenders** – what should be recommended to the customers based on their purchasing history
  - ✓ **Customer purchase forecasting** – how much customer will buy
  - ✓ **Review analysis** – what is being said about products



**Customer 360** analytical dashboards

- ✓ One place to gather all customer-based reporting
- ✓ Display realtime information about your website traffic
- ✓ Connect your datasources to enrich reporting
- ✓ Customize insights thanks to Power BI compatibility

# Our approach



Data

Customer Entity

Insights

Action

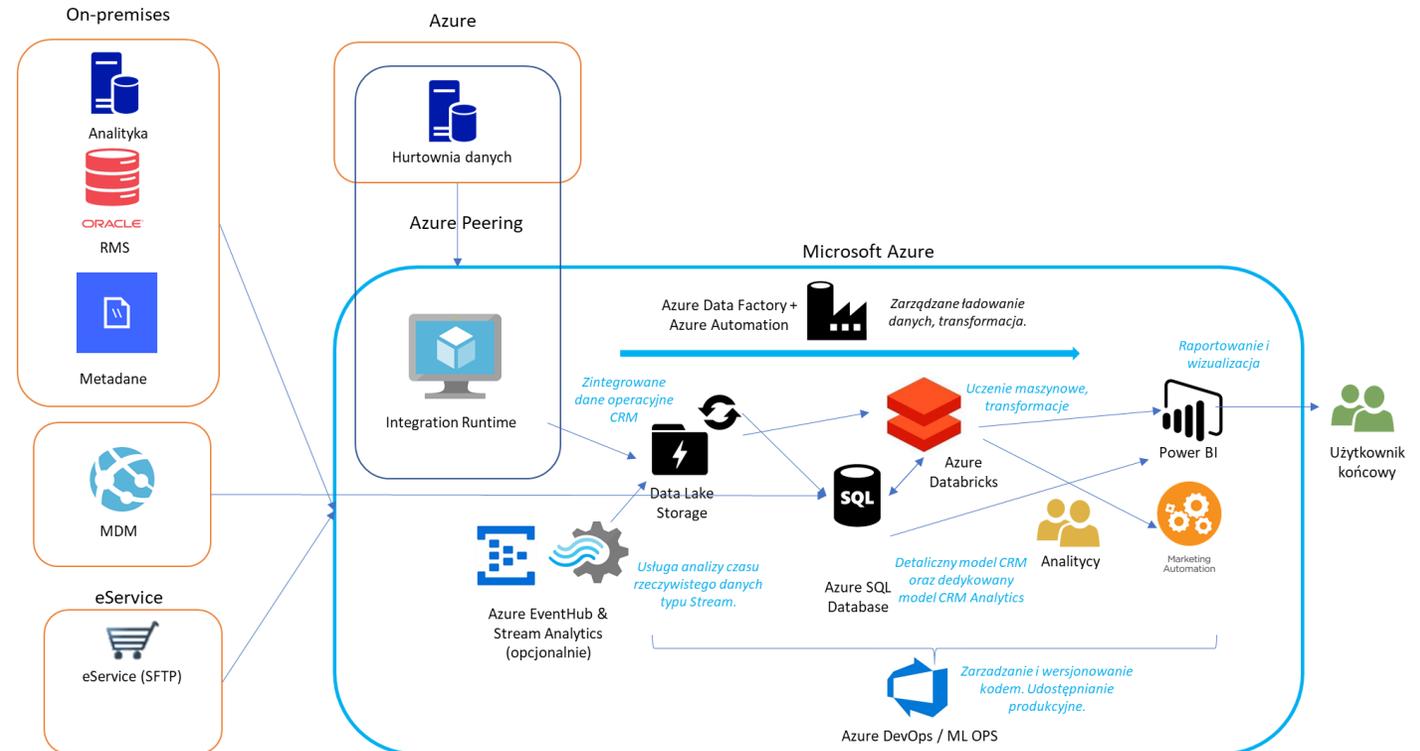
# Business Story

## Marketing analytics platform

**Problem:** **manual** and **error-prone** process of handling and preparing marketing campaigns.

**Solution:** **automatic** process of data integration from business systems and reporting campaign effectiveness in **near real time**, thematic **data warehouse**, **predictive** models for customer segmentation and churn analysis, **integration with marketing automation**.

**Business value:** **time saving**, elimination of errors in reports, possibility of **immediate reaction** to problems in campaigns.



# Choose your path to **Elitcustomer Insights Suite**



## 2 weeks PoC

- Basic implementation
- 30-60 days trial
- Additional payments for MS Azure platforms utilizations
- Estimated cost – **5.000\$**



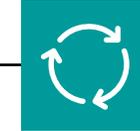
## Implementation

- Starting from **5 weeks**
- Implementation of basic features
- (Additional extension according to requirements )
- Additional payments for MS Azure platforms utilizations
- Estimated Implementation cost – starting from **15.000\$**



## Extensions

- Additional ML libraries
- Additional Power BI reports
- Additional Data preparation layer
- Additional Business applications
- **Extensions' cost depends on requirements and scope**



## Maintenance

- starting from **1.000\$ per month**

# Our Offer for 2-weeks PoC **Elitcustomer Insights Suite**



## Agenda:

### Day 1–2: Analysis:

- Gather business requirements
- Define use cases
- Define the most important key performance indicators (KPIs) for your business, segments
- Predefine data sets

### Day 3–5 Configuration:

- Set up and configure a Customer Insights & Microsoft Azure for PoC Environment
- Prepare source data
- Unify and enrich data to create customer profiles

### Day 6–10 KPI, Measure, Segments' implementation:

- Implement KPIs and measures
- Implement customer Segments
- Implement basic Power BI view/dashboard that shows KPIs that track business performance

## Deliverables:

- Up to 3 customer data sources imported into the Customer Insights platform
- Up to 5 KPIs
- Up to 2 Segments created based on customer attributes
- Basic Power BI dashboard/view

# Our Offer for Implementation **Elitcustomer Insights Suite**



## Agenda:

### Week 1-2: Requirements and envisioning solution

- Data sources identification
- Business requirements analysis
- Integration plan
- Defining best suited KPIs, measures and segments
- Envisioning solution

### Week 3-4: Solution configuration and development

- Set up and configure a Customer Insights & Microsoft Azure for PoC Environment
- Mapping and matching customer data
- Unify and enrich data to create customer profiles
- Integration of data sources
- KPI measures implementation
- Basic Segmentation implementation

### Week 5: User Trainings and Deployment

- Workshops for users and administrators
- Go Live

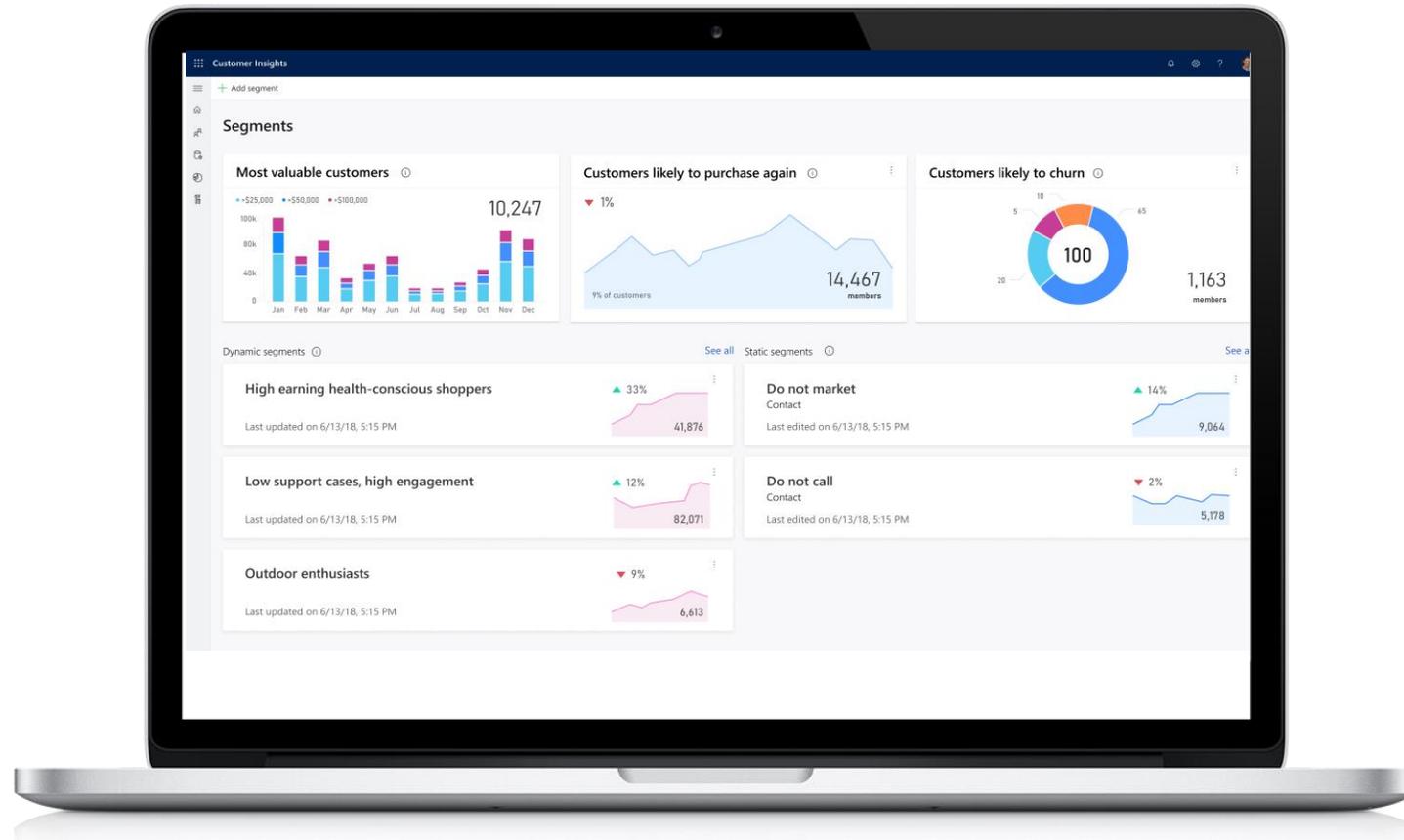


# Our Offer for Implementation **Elitcustomer Insights Suite**



## Further extensions depending on requirements

- Additional integration scenarios
- Additional Machine Learning models for example:
  - Customer segmentation – what are the types of customers
  - Anti-churn – which customers are likely to leave and how to prevent it
  - Recommenders – what should be recommended to the customers based on their purchasing history
  - Sales forecasting – how much will be sold
  - Price forecasting – how much will energy, derivatives or products cost
  - Reviews analysis – what is being said about products
- Custom Power BI reports



# How we make it **work**



## Fast & Agile

- **Scrum** methodology with **Azure DevOps**
- **Faster and frequent delivery** of products to customer by integrative delivery
- **Less formalism** by using tools and developed practices



## Reliable Team of Experts

- **We deliver what we promised**
- Our **team is individually selected** to meet the needs of the project
- **95%** of consultants **Microsoft certified**
- **9 years of experience** on average



## Quality and Partnership

- We always **think strategically** and build **long term partnerships**
- We use our **frameworks** to make projects **predictable and measurable**
- We use **experience** to provide the **highest quality standards**



# About **Elitmind**



## We **BUILD** the world of data for our Partners

- We **save time and money** by automating data processing.
- We **increase company efficiency** through tailor-made analyzes and reports and by adopting self-service analytics.
- We **build competitive advantage** by predicting the future based on the past.



# Selected Customers

The logo for elitmind, featuring a stylized sunburst icon above the word "elitmind" in a white sans-serif font on a dark blue background.The logo for ABB, consisting of the letters "ABB" in a bold, red, sans-serif font.The logo for Philip Morris International, featuring a crest with two lions and a shield, with the text "PHILIP MORRIS INTERNATIONAL" below it.The logo for Microsoft, featuring the four-color square icon followed by the word "Microsoft" in a grey sans-serif font.The logo for Bank Pekao, featuring a stylized red horse head icon above the text "Bank Pekao" in a black sans-serif font.The logo for CCC Shoes & Bags, featuring the letters "CCC" in a large, orange, sans-serif font above the text "SHOES & BAGS" in a smaller black font.The logo for Medicover, featuring a stylized blue figure with arms raised above the word "MEDICOVER" in a blue sans-serif font.The logo for DOZ.PL, featuring a stylized orange and blue icon followed by the text "DOZ.PL" in a bold, orange, sans-serif font.The logo for plus, featuring the word "plus" in a green sans-serif font followed by a small red and blue icon.The logo for VECTRA, featuring the word "VECTRA" in a blue, sans-serif font.The logo for PCM Procardia Medical, featuring the letters "PCM" in white on a blue square background, with "procardia medical" in smaller white text below.The logo for LOT Polish Airlines, featuring the text "POLISH AIRLINES" above the word "LOT" in a large, blue, sans-serif font.The logo for Miasto Stołeczne Warszawa, featuring a red shield with a crown and a figure, with the text "MIASTO STOŁECZNE WARSZAWA" to the right.The logo for Poczta Polska, featuring a stylized red and yellow icon above the text "Poczta Polska" in a white sans-serif font on a red background.The logo for makro, featuring the word "makro" in a bold, yellow, sans-serif font on a dark blue background.The logo for dpd, featuring a red 3D cube icon followed by the text "dpd" in a black sans-serif font.The logo for IBA Bioton, featuring a stylized blue icon above the text "IBA BIOTON" in a blue sans-serif font.The logo for DigitalCare, featuring the text "DigitalCare" in a teal sans-serif font.The logo for SKANSKA, featuring the word "SKANSKA" in a bold, blue, sans-serif font.The logo for Kompania Piwowarska, featuring a stylized brown icon above the text "KOMPANIA PIWOWARSKA" in a brown sans-serif font.The logo for dynatrace, featuring a stylized icon followed by the text "dynatrace" in a grey sans-serif font.The logo for B2 Holding, featuring the text "B2 HOLDING" in a blue sans-serif font.The logo for KAN, featuring the letters "KAN" in white on a blue square background.The logo for wonga, featuring the word "wonga" in a blue, lowercase, sans-serif font.



# Digital Advisors



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