CUSTOMER INSIGHTS

REVENUE CHURN
CUSTOMER CHURN

Act before your clients left, and be one step ahead with our churn models by implementing aggressive retention campaigns.

Service Description

Customer Insights is an analytical toolkit of models for making marketing strategic smart decisions.

Benefits of the solution

> Architecture cost savings

> Scalability of the solution: More models can be implemented on an architecture.

> Business responses that were previously unthinkable due to the processing required by the information.

CLUSTERING AND SEGMENTATION MODELS

Increase your customer knowledge with demographic, financial, geographic and other clustering techniques to run directed marketing campaigns.

CUSTOMER LIFETIME VALUE MODELS

Identify which clients are the most profitable and how much they value in you business in its lifeline to focus your efforts.

Customer Lifetime Value is the net profit contribution of the customer to the firm over time.

MARKET RESEARCH MODELS

Discover new market niches using Analytics and identify the best way to approach it to broad your business.

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Advanced analytics for business

CUSTOMER INSIGHTS

Customer Insights allows you to discover and generate new communication opportunities.

SOLUTIONS FOR MARKETING

Customer: Applied Analytical Model for Marketing

CROSS-SELLING AND UP-SELLING

Engage your revenue margins by improving clients satisfaction and loyalty using cross-sell and up-sell techniques.

SOCIAL MEDIA MINING

Capture trends and complaints of what people are sharing in the social networks of your business and implement strategic actions.

> Our promise to you

Customer Insights is a powerful analytical tool that give you a deep knowledge of your customers and give insights to develop more effective marketing campains.

> An offer to get you started

Explore your data using the right tools and obtain guidance in how implement high impact analytical solutions for customer management.

What you can expect?

A new way to manage your company risk in order to mitigate and prevent any contingencies.

Implementation of the real-time machine learning alert model and dashboards.

Strategy to improve your due diligence best practices through a data-driven approach.

Why IDATA?

IDATA is a company specialized in making solutions from the advanced analysis on data. Our scope is the predictive modelling for solving strategic questions for business in real time. Our solutions include consultancy and totally automated products that help companies of any sector to monetize their databases on predictive methodologies. Our first level data-scientists team support the flexibility, scalability, and effectivity of our solutions.

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