Customer Explorer

"Creating cohorts of customers by profiling them based on demographics, behavioral, transactional data for effective marketing campaigns to drive growth and improve customer experience"

Targeted Segment List using our Hybrid Approach

- Combines business rules and ML-based customer profiling and grouping to create cohorts of customers for Marketing campaigns

Integration with Marketing platforms

- Capability to integrate with Customer 360 platforms to ingest, process, model data, and consume the results in a custom web app

Customized to your business

- Tailored offering by industry vertical, business function and fit to suit your needs.

Reach out to us at alliances@tredence.com for a demo.

Tredence is an AI engineering and data science company that focuses on last-mile delivery of insights into actions by uniting its strengths in business analytics, data science and engineering.

A data-driven approach to creating, analyzing and exporting customer segments

Data Ingestion
Building data pipelines to source the customer data attributes such as Demographics, Transactional, Membership and community forum reviews data through Azure Data Factory

Data Pre-Processing
Applying data pre-processing steps using Azure Databricks in order to standardize the relevant data, and store them into the Azure Data Lake

Segmentation Module
Developing ML-based classifier models to group similar customers and applying business rules for marketing activities.

Publish Analysis Report
Enabling the Customer Experience team to compare the segments across different categories such as Customer Demographics, Behavioral Patterns

Successful Deployment

For a global survey platform company, built a custom web app to create, analyze, export customer segments on the fly for marketing activities

Optimized BTL Marketing campaign build cycle from 3-8 weeks to less than a day

Tredence offers a hybrid approach combining business rules and ML to build customer segments faster for Marketing activation

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