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D365 CONSULTING SOLUTIONS

D365 CI based Infosys Solution for better Customer Insights

Customer Insights Platform

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A Banking System Scenario……(1/2)

Businesses need to have a good understanding of their customers and their changing preferences with time. It is imperative th at Banks are responding by taking a hard look at how they manage the customer experience, with increasing focus on mobile and digital transactions. Banks are focusing on developing products and services that address their customers' needs and deliver these in a way that reinforces customer satisfaction and loyalty.
Most banks have multiple touch point with customers through various systems – Banking Center, ATM, Online, Mobile etc. and there could be varied needs of customers – Loans, Credit Card, CSA, Insurance, Wealth Management etc.

KEY CHALLENGES

- How do I give a personalized approach to customer both with offers and products
- How do I get insights into consumer changing preferences
- How effective is my campaign and how is my Leads Conversion
- How should I price my product and to which segment
- With Multiple Touch points and different Data Silos- How do I get a broad view of consumer spend
- Rising expectations of customers - high degree of convenience and personalization
- How effective is my service

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A Banking System Scenario……(2/2)

With Multiple Customer data sources and large product pool, How should one deal with wealth of data of customers to get a unified view of a customer, their Preferences and Lifetime spend of consumers. What kind of KPI's that will help them to measure the success of sales, marketing strategies.

KPI'S AND BUSINESS MEASURES

- Finding Churn score and developing Action plan to address the same?
- What kind of Customers/ regions should we run Campaigns to?
- How effective are my campaigns?
- How is my Customer Loyalty and their satisfaction?
- What is Customer acquisitions costs as a percentage of sales value?
- Calculating Customer Lifetime value

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Customer expectations are growing

91% of consumers are more likely to shop with brands who recognize, remember, and provide relevant offers and recommendations. [1]

81% of buyers want brands to get to know them and understand when to approach them and when not to. [2]

1 Accenture

2 Accenture

Today's experiences are falling short

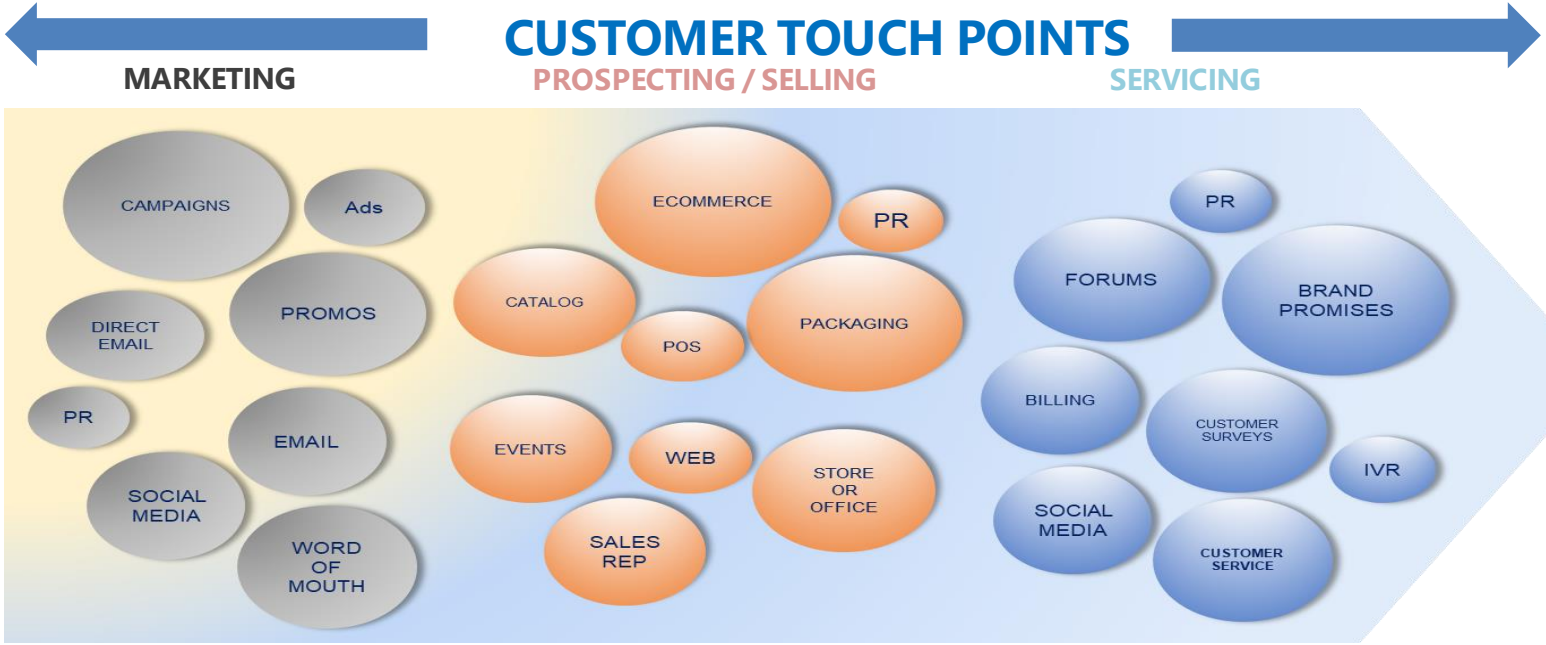
65% of customers are frustrated by inconsistent experiences across channels. [1]

74% of customers are frustrated by the irrelevant content they are exposed to on websites. Up to 40% of them will leave. [2]

61% of customers stopped doing business with at least one company last year because of poor customer experience. [3]

1 McKinse
2 Accentu
3 Accentu

In an Enterprise, multiple Customer touch points collect Customer data resulting in inefficiencies…



Enterprises collect multiple data feeds from customers across various touch points through the marketing, prospecting / selling and customer servicing or after-sales servicing business functions. Often, using such data, coming from multiple sources, in an isolated or disconnected way.

About Infosys Solution for better Customer Insights

Market has become customer centric – Providing service to customers in the best and fastest possible way determines the success or failure of a product or service.

"**Customer insight** is the understanding of your **customer**, based on their buying behavior, their experiences with you, their beliefs or needs. **Customer insights** go beyond raw data or research, it is a multi-view of your **customers** derived from a strategic analysis of qualitative and quantitative data"

How Infosys customer insights helps organization

- Helps you understand your customers
- Helping you make better decisions about how, when and what to sell them.
- Drive more effective and more efficient campaigns or strategies

Resulting in increased profitability.

Infosys Solution for better Customer Insights helps turn customer data into Intelligent Insights

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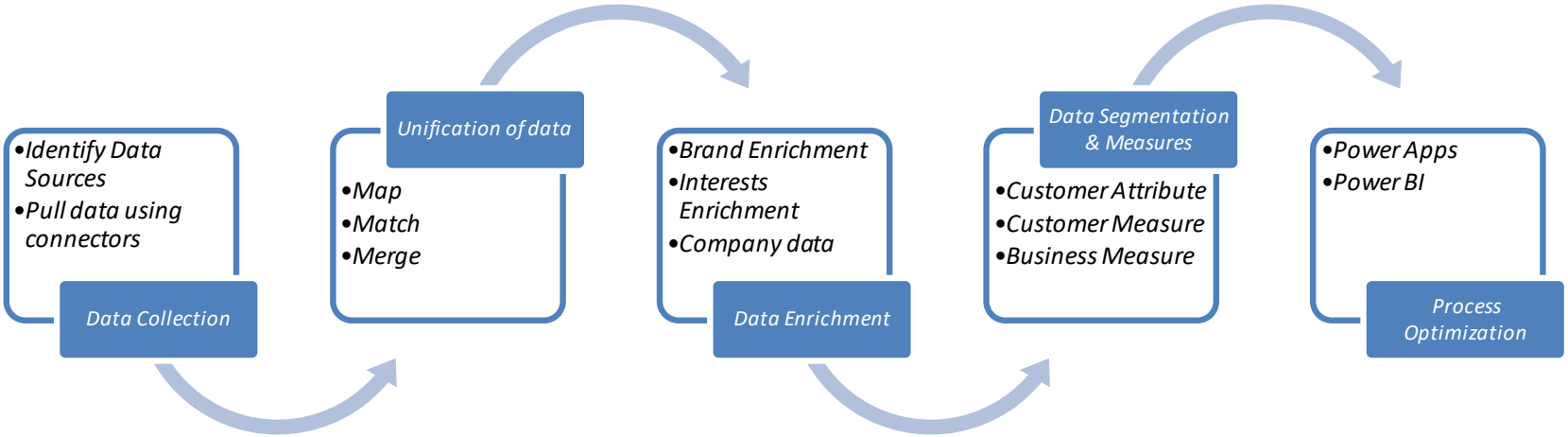
Steps

Building Customer Insights using Microsoft Dynamics Customer Insights

Steps:

Use AI/ML Programs to come up with Insights Churn scores
Which will be used in Segments and Measures



Based on Insights Take Actions

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Building blocks of Infosys Solution for better Customer Insights

Customers

Omni- Channel Experience	Self Service Device & Platforms	Contact Center		Social Media	Chat Channels
	Handheld / PDAs, Mobile, Desktop/Web	IVR / CSR	AR/VR		

System of Record	System of Engagement	System of Innovation
CONSISTENT DATA	CONNECTED DATA	COGNITIVE DATA
Build Customer360 Customer data across all source systems are analyzed, parsed and categorized. Business **validation** and **standardization** of inconsistent data to create a unified customer golden record.	**Consistent Customer cross-references** Build referential integrity of customer data across applications and ensure proper usage of the data. Build descriptive analytics and reporting using the source of truth.	**Data Insights driven actions** Prescriptive and predictive analysis of customer transactional and behavior data to suggest actions. Build personalized experiences for customers and create positive interactions.

Integration / Connectors Layer

DEMOGRAPHIC DATA | TRANSACTIONAL DATA | BEHAVIORAL DATA

Integration / Connectors Layer

Customer Onboarding | Marketing Apps | Profile Mgmt | Leads/ Prospect | Service Mgmt | Loyalty Mgmt | Online Sales Data | Point Of Sales

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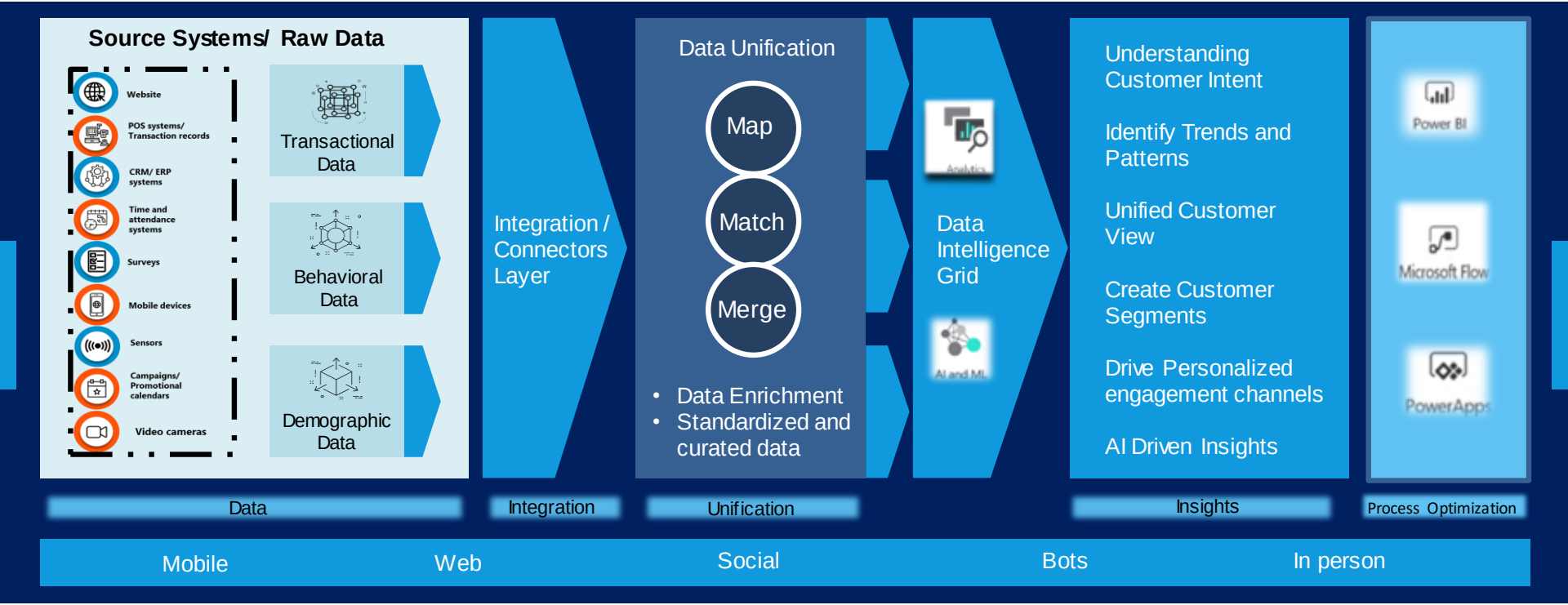
Infosys Solution for better Customer Insights Technical Architecture



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How Infosys Solution for better Customer Insights helps Enterprises

Improve Efficiency of Marketing Campaigns

Marketing campaign efficiency can improve by 30% as Customer360 data and prescriptive analytics can help in running segmented marketing campaigns

Boost cross-sell / upsell rates

Boost the cross-sell and upsell rates by 40% with complete customer data and customer's current transactions or subscriptions is on-hand.

Amplify the Customer Loyalty or Return Customer rate

Amplify the customer Loyalty by 30% by providing a personalized customer experience based on AI/ML powered customer insights

Increase in Workforce productivity

Ease of accessing customer data will save time and improve the productivity of workforce, rather than searching or looking for information across various applications.

Increased Customer satisfaction

Customer satisfaction is the most difficult to measure in current business context. The actions taken based on customer data and building personalized experiences will enhance the customer satisfaction levels.

- ✓ **A more complete and actionable view of every customer**
- ✓ **Moving from reactive to predictive customer insights via AI**
- ✓ **Build personae**
- ✓ **Power Insights with Artificial Intelligence**

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Engagement Plan

ASSESSMENT

2 Weeks

- Understand Key Business Challenges
- Understand Customer Touchpoints
- Identify Data Sources
- Identify Data gaps
- Define Scope for PoC

CONCEPTUALIZE

2 Weeks

- Build PoC in Demo System for data Subset
- Create Data load Sets
- Configure Customer Insights
- Build Insights
- Deliver PoC to Client
- Define scope for complete engagement

ENGAGE

Based on Engagement Plan

- Define Scope and Timeline
- Load Datasets into CI Platform
- Unification of data sets
- Configure Intelligent Chatbot
- Create 360º View of Customers
- Create Segments/ Measures
- Provide Insights

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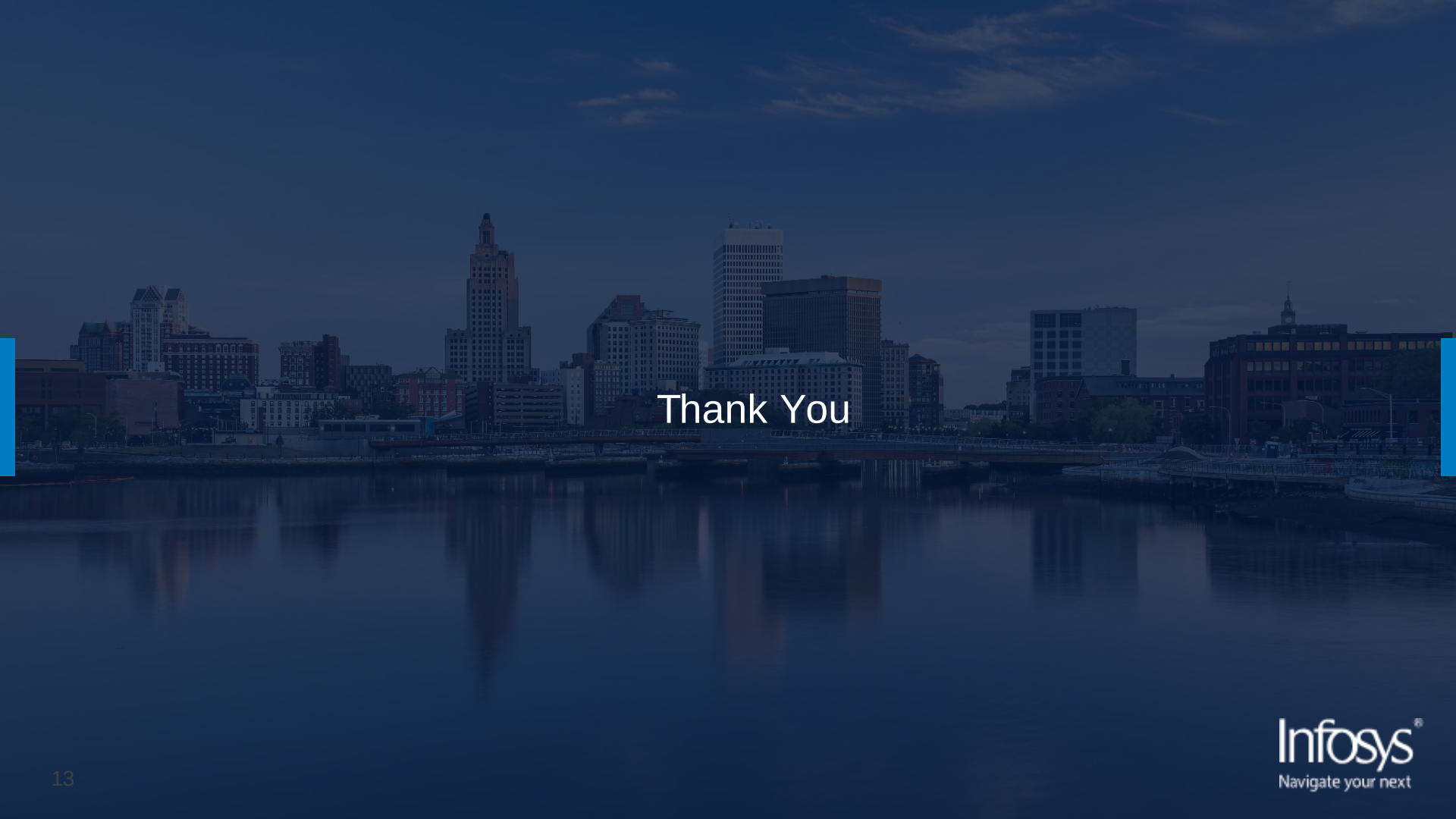

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