

## Cloud Data Analytics Company

Enabling enterprises with data driven decision making

CloudOps



**Data Analytics** 



AP01, v2.7, Dec 2021

**Modern Apps** 



#### Anblicks at a glance



2004

Established in Texas, USA



500+

**Technology Professionals** 



200+

**Customers Served** 



**3 Countries** 

USA, Australia, India



16 Books

Authored by Employees



**Accelerators** 

Data Engineering, Data Science

#### **Anblicks CoEs and Services**

#### CloudOps



Cloud Strategy & Assessment Infra, Apps, DevOps, Security



Infrastructure as Code (IaC)
Terraform, Azure ARM & Blueprints



**DevOps Automation** Azure DevOps



Containerization & Orchestration Kubernetes, Azure Kubernetes



**Hybrid, Multi-cloud Management** Azure Arc



**24x7 Cloud Managed Support** Infrastructure Management

#### **Data Analytics**



Fully Managed ETL/ELT Azure Data Factory



**Lakehouse for Analytics**Azure Databricks



AI/ML and Advanced Analytics Azure ML, Databricks MLflow



**Scalable Managed Database** Azure SQL, Synapse



**Modern Cloud Data Warehouse** Snowflake



**Actionable Business Intelligence**Power BI

#### **Modern Apps**



**Application Modernization** Azure Webapps, Serverless



**APIs & Microservices**Azure APIs, Containers, Functions



Cloud-native Applications
Azure fully managed services



**Web / Mobile Applications**Portals, Dashboards



**UI / UX Design**Design Thinking, Ideation



**QA Automation**App, API, Data Testing

#### **Anblicks | Microsoft Azure Partner**



Microsoft

Gold Data Analytics

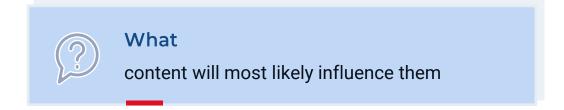
# Predictive Marketing Analytics with CustomerAl

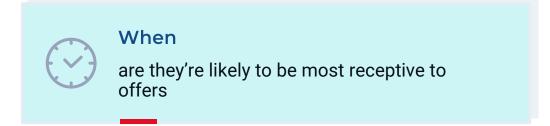


#### **Predictive Marketing Analytics with CustomerAl**

# A Statistical and Predictive Analytics solution, which helps you to Understand, Engage and Retain your valuable Customers









#### Why CustomerAI?

#### **Old Way**



Tedious process to extract data Seamless integration of from various systems disparate data sources Near real-time & lightning fast Slow to predict opportunities business insights Business users can interact with Need highly specialized expertise the system easily Low cost solution with faster Very expensive to implement and time to market (ROI) time consuming process

#### Use cases



#### **RFM Analysis**

- Target customers to increase Share of Wallet (SOW)
- Marketing strategies for first time buyers
- Retention strategies for lost customers



#### **Customer Segmentation**

- Understand your target market
- Market to receptive prospects
- Optimize conversions



#### Recommendations

- Data-driven personalization
- Higher engagement and conversion rates
- New opportunities for promotion, persuasion and profitability



### Customer Lifetime Value (CLV)

- Quantify future value
- Early warning signs to detect defection rate
- Helps budget division between retention and acquisition



## **Customer Satisfaction** (CSAT)

- Measure the likelihood of repeat business
- Enhance the customer experience over time
- Churn Prediction and retention



#### **Product Net Promoter Score**

- Indicator and driver of future growth of the products
- Measure the effectiveness of product marketing
- Helps drive loyalty programs

#### **Customer Insights**

CustomerAl features implemented using data science techniques

- → RFM Analysis
- → Customer Segmentation
- → Recommendations
- Customer Lifetime Value
- → Customer Satisfaction
- → Product Net Promoter Score



<u>(8)</u>

Retaining valuable customers leading to higher profits

Cost Savings of 30% with targeted marketing

Share of wallet (SOW) increased by 12%

Customer Satisfaction increased by 20%



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Retail



Healthcare



Manufacturing



**BFSI** 



Consumer Services

https://www.anblicks.com/accelerators/customerai/



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## **Thank You**







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