

Customer Intelligence Analytics: Turning insight into action

Our Customer Intelligence Analytics practice helps business leaders put their data to work, uncovering opportunities to create short-term financial impact and long-term enterprise value.

Every day, customers are sharing more and more information about themselves with companies. The data is coming fast and furious across channels. It is structured, unstructured, behavioral, demographic, historical and predictive. It provides priceless insight into what customers need and want. Used properly, this insight has the potential to unlock unlimited value; however, many organizations aren't taking full advantage of the insight. Data is spread across silos and stuck in legacy systems. It's difficult to access. It's not accurate or complete. And when it is available, brands don't know how to use the data to drive value. Our Customer Intelligence Analytics Practice helps business leaders put their data to work, uncovering opportunities to create short-term financial impact and long-term enterprise value.

Strategic capabilities and services:

Our Customer Intelligence Analytics practice uses proprietary models and methodologies to help clients harvest the information, analyze its meaning, and create strategies to put the results into action.

Customer Lifetime Value (LTV): We help companies understand the current value of their customers and then use predictive models to determine their potential future value. This understanding helps the business maximize ROI by allocating resources more intelligently and ensuring that every investment made is ultimately increasing customer value.

Predictive Modeling: Predictive modeling can be applied across the customer lifecycle to determine next best action. It helps companies predict the best prospects to acquire, and the best first product to offer. Additionally, it helps determine who to target with which offering, in which channel, and when. Predictive modeling also helps to proactively determine which customers are at risk of defection and what tactics are most likely to keep them engaged.

Voice of the Customer (VOC) Analytics: VOC analytics help companies listen, interpret, and act on what their customers are saying. This insight informs what is really important to customers and helps organizations prioritize what will make the greatest impact on the customer experience and their bottom line. VOC Analytics enable companies to take informed, proactive action to either drive growth or reduce risk. Our proprietary methodology brings together structured and unstructured data to drive change at the individual customer, segment, and enterprise levels.

Customer Segmentation: Our multi-dimensional segmentation approach goes beyond traditional demographic or value definitions to bring together value, needs, and behavior. This holistic approach helps companies identify and quantify opportunities and risks across segments, and prioritize market segments and treatment strategies for optimal results.

Customer Scorecard Design and Evaluation: We help clients design the key metrics to proactively identify any risks and opportunities with their customer base. These metrics are designed to not only assess the health of the customer relationship in the short and long run; they also identify reasons for trends in the metrics, and help to identify actions needed to drive business growth

Why TeleTech

Our analytics team integrates sophisticated data modeling -- using machine learning and econometrics -- together with strategic consulting to enable the capture and analysis of meaningful data. The result is the intelligent execution of tactics that positively impact the customer experience. We have experience with a variety of in-house and SaaS-based analytics tools, and can embed our analytic solutions into automated, repeatable processes at scale. Our solutions answer questions about "what has happened" and "why did it happen" -- the domain of traditional reporting and statistical analysis -- as well as "what is likely to happen" and "what is the best that can happen" -- the domain of predictive analytics and optimization.

Contact TeleTech:

1.800.TELETECH

+1.303.397.8100 (outside the U.S.)

teletech.com