



Mindtree

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WHITE PAPER

Integrated customer insights



Customer centricity is the new voice for brands the world over. Every brand will have online and offline customers, depending on the touch points they wish to deal with. The real challenge in providing customer centricity to any enterprise is their success in distinguishing the data the customer generates at each of the touch points. The same customer can interact with both online and offline channels, but identifying him as a single persona is the key. Crafting a customer centric strategy becomes easy when one has a 360 degree view of the customer. This requires every enterprise to meticulously put to work both its structured and unstructured data together to secure a 360 degree view of the customer it seeks. CRM, social, web and various other analytics tools help enterprises to analyze the structured and unstructured data. Since each of them work on customer data in silos, it prevents enterprises from securing the 360 degree view they wish to achieve.

Know your customer data, know your customer

Enterprises the world over have realized that to stay competitive, they need to understand the critical customer touch point data. This pertains to the one generated in the form of the following data:

- Social data
- Enterprise data
- Email communication
- Website logs
- Phone communication
- News media
- Syndicated research data

This data, however, is not only complex and in silos, but is Big as well. IDC estimates that by 2015:

1. Over 90% of approximately 7900 exabyte of digital customer data will be of unstructured nature.
2. 68% of the unstructured data will be customer generated.
3. An integrated customer view for personalization or customer-centricity is the need of the hour.
4. Enterprises must strive to quickly use and act on this multisource customer data.

The challenge most marketers face is leveraging the data and using it effectively to create the right marketing mix. They struggle to aggregate and integrate multiple data sources into one solution; to disseminate the right actionable insights to the right team, enabling them to take informed decisions.

Gartner projects the worldwide social media spend to touch USD 34 billion by 2016. Their projections reveal that:

1. Advertising will be the largest contributor.
2. Social media is proving to be a highly effective channel to reach customers and prospects.
3. Enterprises are ready to invest in technologies to integrate social data with traditional customer information sources. These sources include enterprise data, email communication, website logs, phone communication, news media and syndicated research data to drive business value.

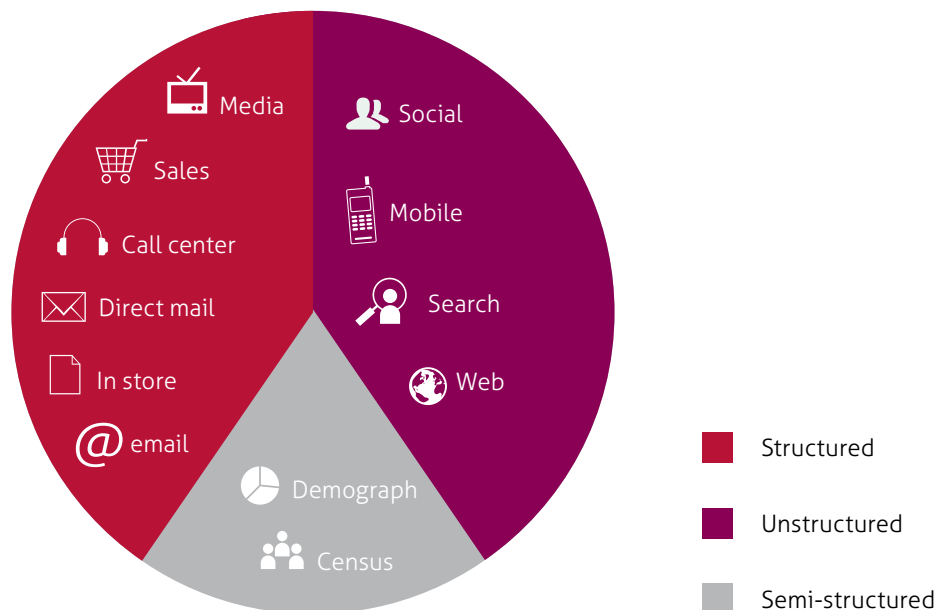
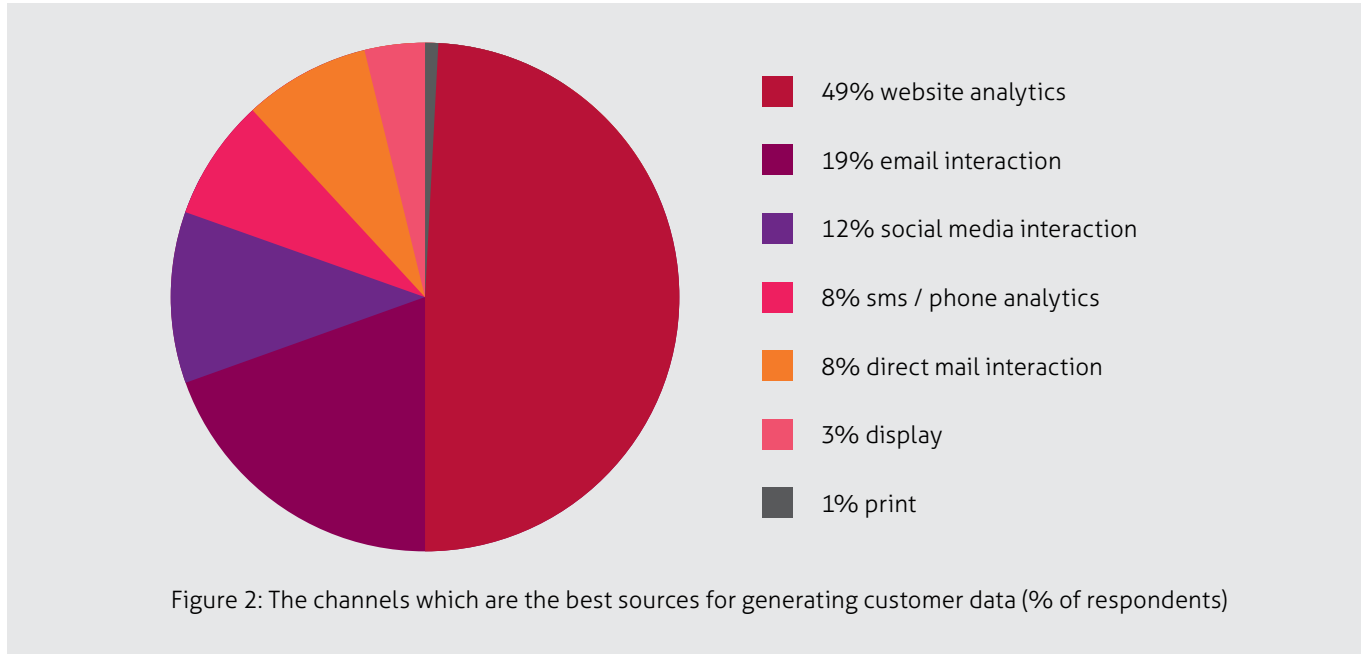


Figure 1: Source of customer data

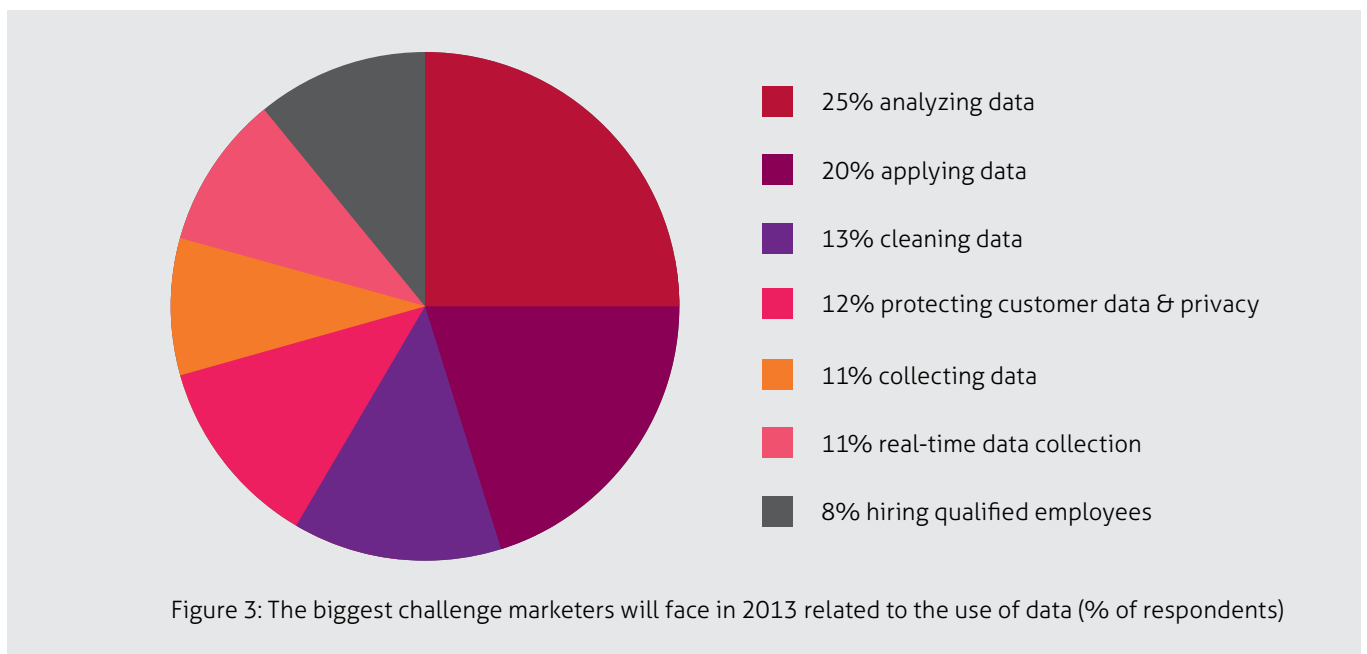
The 'Data-Rich and Insight-Poor' report by Infogroup Targeting Solutions and Yesmail Interactive indicates that, in the digital world, marketers believe web analytics,

email interaction and social media interaction channels are best sources for generating customer data.



A quarter of the marketers interviewed agreed that analyzing the data poses the biggest challenge. It is even

more complex than collecting data, protecting customer data and privacy or even getting qualified employees.



* All the responses were collected from attendees of the Forrester Conference

* Source: Infogroup Targeting Solutions and Yesmail Interactive

Pitney Bowes has come out with its 'Big Data Survey Insights' report. This shows what the respondents (one-fifth) in their survey feel about investing in tools and techniques to understand customer profile, web data, social media data and enterprise dark data. The respondents view them as long-term opportunities to gain business value from the ever-building volumes of customer data.

	Immediate opportunity (<12m)	Long-term opportunity (>12m)
Customer profile	28%	27%
Web data	22%	21%
Social media data	19%	25%
Enterprise dark data	19%	21%
Location data	20%	14%
Commercial data	18%	18%
Public data	14%	14%
Partner or supplier data	11%	10%
Mobile data	10%	16%
Employee data	5%	6%

Table 1: Types of data that US marketing professionals view as the most immediate vs. long-term opportunity to transform their enterprise (% of respondents).

Source: Pitney Bowes

Any data, be it structured, semi-structured or unstructured is valuable only when it is put to work. The real value is extracted when marketers have a view of the structured data and mine it along with the unstructured data. An integrated view of the data is an invaluable source for improving customer satisfaction, product development, sales forecasting, merchandising and profit margin visibility. Liquor giant Diageo, for example, has been using Facebook to collect information about customers. They discovered that they could effectively use this information to target their products to their customers in the right space. By doing so the enterprise discovered that customers of their Guinness beer are also interested in using the beverage in recipes. This is one of the many instances when an enterprise used data gathering to discover new markets for existing products.

Enterprises can become more innovative in data gathering, especially multisource structured and unstructured data.

Integrated customer insights platform – a roadmap to 360 degree customer view

Multiple tools are available in the market to analyze data from various customer touch points. This includes store, POS, mobile, tablet, web logs, e-mail and more. There is no clear roadmap to integrate the raw data available from the multiple touch points, to provide a unified view of customer behavior. Keeping in mind this pertinent issue, Mindtree has developed a framework (Figure 4) to integrate customer data from various touch points and sources to derive meaningful decisions.

Mindtree proposes the Integrated Customer Insights Platform (Figure 5), to draw attention, drive brands and customer insights. This is based on online and offline behavior along with purchase patterns of the customer. The platform integrates seamlessly with the enterprise traditional data, syndicated research data and data generated from social media. It provides a unified view of the customer. Advanced analytical techniques are used to optimize marketing spend based on customer behavior across the traditional and social channels. The platform enables the marketer to develop a persona of its customer and do business in a more perceptive manner.

The 360 degree customer view is achieved with a consulting-led execution approach, starting with business blue printing. With this exercise, the enterprises' business requirements become clear. Dimensions and important KPI measures are identified in order to define the scope. The key to securing an accurate picture of the customer is to have a clear business scope and related data scope. The integrated customer insights platform helps in building a granular analytical framework aligned with business goals. It uses the Mindtree proprietary schematic mapping technique to create an integrated data store. Our advanced automated parser and NLP engine handles all the online customer generated data before mapping it to the integrated data store. An advanced analytics engine is then used to analyze this multisource data, with custom built models and algorithms as per the customer's requirement. This is to get actionable 360 degree information about the customer. This can be used to define NPS-based KPIs to derive improved business value.



Figure 4: Mindtree's roadmap for a 360 degree customer view

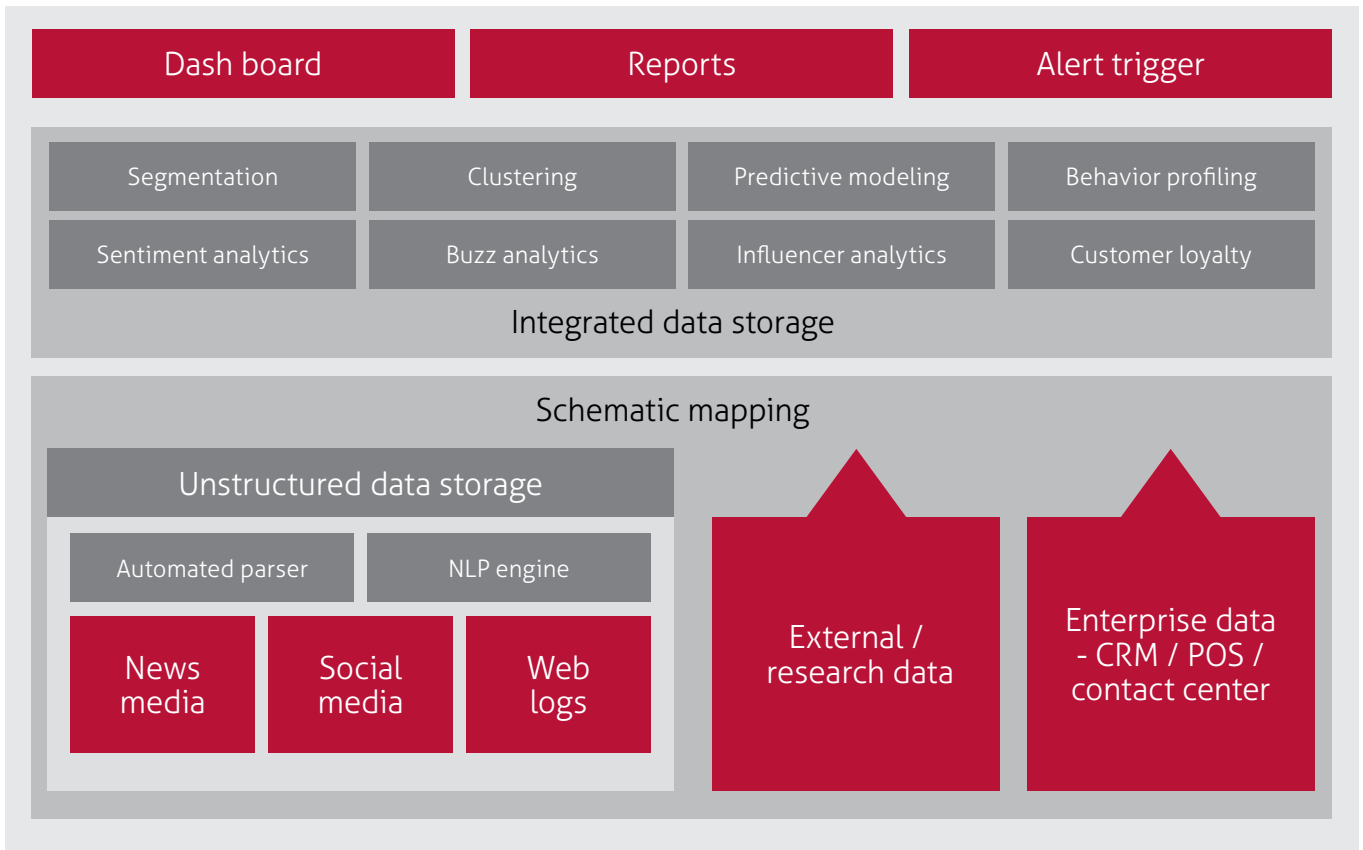


Figure 5: Integrated customer insights platform

The integrated customer insights platform provides a clear roadmap for a 360 degree customer view.

The innovative features include:

- Custom built advanced text mining (natural language processing).
- Inbuilt analytical engine for actionable insights delivered enterprise-wide.
- Customer segmentation based on demographics, online behavior and buying patterns.
- Analytical techniques to improve targeting strategies within segments.
- Predictive modeling based on machine learning and logistic regression algorithms.
- Flexibility to integrate with multiple enterprise-relevant channels.
- Dissemination of real-time alerts.
- NPS-based customer engagement and continuous improvement.

Conclusion

Using information available about a brand through various interactions with its customers, brands can identify the customer, their interests, buying behavior, current needs and influences. Marketers can use this invaluable information to project their brands elegantly to the customer, in a non-intrusive manner. If enterprises do not use data effectively, they stand to lose out to competitors who do.

We see enormous potential in applying our platform across industries. An example is the retail sector for its direct customer interaction characteristics. By merging customer data available in structured, semi-structured and unstructured formats to build customer persona, the platform will take personalization to the next level.

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Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there. Visit www.mindtree.com to learn more.