

The Deloitte logo is centered in the middle of a circular graphic. The graphic consists of a central white circle containing text, surrounded by a ring of various colored segments (green, blue, grey, yellow-green) and an outer ring of dashed lines in light blue and yellow-green. Several icons are placed around the central circle: a megaphone, headphones, a laptop, a target, a piggy bank, a shopping cart, and a hierarchy chart.

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**FULL-SPECTRUM
CUSTOMER ANALYTICS**

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FULL-SPECTRUM CUSTOMER ANALYTICS

Today, the customer is in control. Due to the proliferation of channels, most customers have more choices than ever on how to buy. And, as the number of channels increases, so does the amount of customer data. The big challenge is trying to understand how to use all that data to deliver a more meaningful, individualized customer experience. At Deloitte, we help clients use analytics to address their toughest questions across the full spectrum of customer interactions.

Our customer analytics solutions deliver specific insights on challenges in areas such as customer strategy, pricing, marketing, sales, and more.



Planning



Product
Innovation



Pricing
Optimization



Marketing
& Customer
Acquisition



Distribution
Effectiveness &
Optimization



Sales Growth
& Revenue



Post-Sales
Support/Service

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Customer insights can and should have a profound impact on product and business planning efforts. While research-driven knowledge of customer preferences and behaviors has long been part of the planning process, today it's possible to pierce more deeply into each of these areas and combine different types of data and observations—fast—to create a new and often more valuable class of integrated insight.

TOUGH QUESTIONS. ANALYTICS ANSWERS.

Who are my customers, what are they buying, and why?

What customer groups are meaningful? What are their behaviors/attitudes/preferences?

Which customer experience dimensions most impact customer value and action across the interaction lifecycle?

How should demographic, behavioral, and psychographic data inform sales, marketing, and micromarketing strategy?

What customer metrics should I be tracking, and how can they predict future behavior?

HOW WE CAN HELP



Customer Portrait



Segmentation



Customer Experience



Market Intelligence



Leading Indicators

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PRODUCT INNOVATION

Whether it's enhancing or expanding a product that's always on the market, or launching something entirely new, hard data on consumer choices and preferences can play a bigger role in informing your team's idea generation. Don't guess at what consumers may want. Know.

TOUGH QUESTIONS. ANALYTICS ANSWERS.

How do specific product categories perform within various customer groups/channels?

How are product bundles performing, and how will customers respond to new and different bundles?

Which products should I sell, and what should be their market position?

HOW WE CAN HELP



Product Assortment



Product Bundling



Demand/Feature Choice

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PRICING OPTIMIZATION

Pricing tends to be a notoriously fickle part of most businesses, given the natural volatility of consumer preferences and constantly shifting market environments. But with analytics solutions that offer deeper insights into consumer preferences, it's possible to set prices that help maximize profit or revenue by customer, segment, and channel.

TOUGH QUESTIONS. ANALYTICS ANSWERS.

How much will customers purchase at different price levels?

How does consumer willingness to pay vary by geography, product, channel, and segment?

How should we set our target and floor pricing be in light of historical data and willingness to pay?

HOW WE CAN HELP



Customer Demand/Price Elasticity



Price Optimization

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MARKETING & CUSTOMER ACQUISITION

Are your marketing initiatives evolving along with the changing needs and preferences of your consumers? With analytics, it's possible to not only develop a clearer picture of the consumer, determining what's working, what's not, who's most important to you, and more—but also to generate those insights in time to inform your current efforts, rather than simply create a portrait of what happened in the past.

TOUGH QUESTIONS. ANALYTICS ANSWERS.

How are consumers responding to promotions?
Which are the highest-value areas for allocating funds?

Which customer groups/categories represent my strongest prospects?

Which types of marketing programs are most effective, and which deliver the best ROI?

Which customers should I include in a campaign to maximize response rates?

HOW WE CAN HELP



Promotion ROI



Prospecting/Acquisition



Marketing Mix ROI



Demand Response

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DISTRIBUTION EFFECTIVENESS & OPTIMIZATION

Consumers are playing a more active role in the distribution phase than ever before. They're more informed, more vocal, and have greater visibility into the process. That's a good thing, as long as you have the insights necessary to meet a quickly changing set of needs and preferences. That's where analytics can make all the difference.

TOUGH QUESTIONS. ANALYTICS ANSWERS.

How do I leverage account intelligence to better align demand planning with sales forecasts?

Which methods should I use to drive increased traffic and maximize online conversion rates?

How can I leverage customer profitability data to optimize distribution channel partnerships?

How do cross-channel interactions affect customer behavior?

HOW WE CAN HELP



Demand Synchronization



Digital Effectiveness



Channel Effectiveness



Customer Journey

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Pricing Optimization

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SALES GROWTH & REVENUE

The better you know your customers, the better your ability to sell to them. Analytics can help the sales team develop a more sophisticated, nuanced, and dynamic understanding of their customers and customer segments—often in time to inform live conversations with clients as they unfold. Just as important, these insights can help shift the focus of sales planning efforts in productive new ways.

TOUGH QUESTIONS. ANALYTICS ANSWERS.

On which customers do I make/lose money at the channel, segment, and transaction levels?

How much share of wallet is currently captured? Where and why is customer share of wallet being lost?

Which customers are most likely to make a purchase in the future, what are they likely to buy, and why?

Which offers are more likely to be the most compelling for specific customers?

How do I cross/up-sell with greater success?

HOW WE CAN HELP



Profitability/
Cost-to-Serve



Share of Wallet



Propensity
to Buy



Next
Best Offer



Cross-Sell/
Up-Sell



Pipeline
Management

A+

Sales
Effectiveness

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POST-SALES SUPPORT/SERVICE

What happens after the sale can be as important as what happens before. After the sale, companies are often forced to react to unpredictable consumer issues as quickly as possible. But what if you could predict those issues, or identify patterns in post-sale consumer behavior as they emerge? What if you could determine what level of service an individual consumer should receive, at a moment's notice? With analytics, you can.

TOUGH QUESTIONS. ANALYTICS ANSWERS.

Which customers are likely to attrite and why? What actions should I take to retain my most profitable customers?

What is my customer lifetime value?
How can I understand and improve the long-term health of my customer relationships?

How do I optimize resources and analyze call patterns to best route calls and maximize first call resolution?

HOW WE CAN HELP



Attrition/Retention



Customer Lifecycle and Value



Customer Service

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LET'S TALK

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Distribution
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Sales
Growth &
Revenue

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Support/
Service

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