



Cloud Data Analytics Company

Enabling enterprises with data driven decision making

CloudOps

Data Analytics

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

Microsoft
Partner



Gold Data Analytics

Predictive Marketing Analytics with CustomerAI



Predictive Marketing Analytics with CustomerAI

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



Who

are the right customers to target



What

content will most likely influence them



When

are they're likely to be most receptive to offers



Why CustomerAI?

Old Way



Tedious process to extract data from various systems



Seamless integration of disparate data sources

Slow to predict opportunities



Near real-time & lightning fast business insights

Need highly specialized expertise



Business users can interact with the system easily

Very expensive to implement and time consuming process



Low cost solution with faster time to market (ROI)

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

CustomerAI features implemented using data science techniques

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



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%



Retail



Healthcare



Manufacturing



BFSI



Consumer Services

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



Thank You



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