Customer Insights

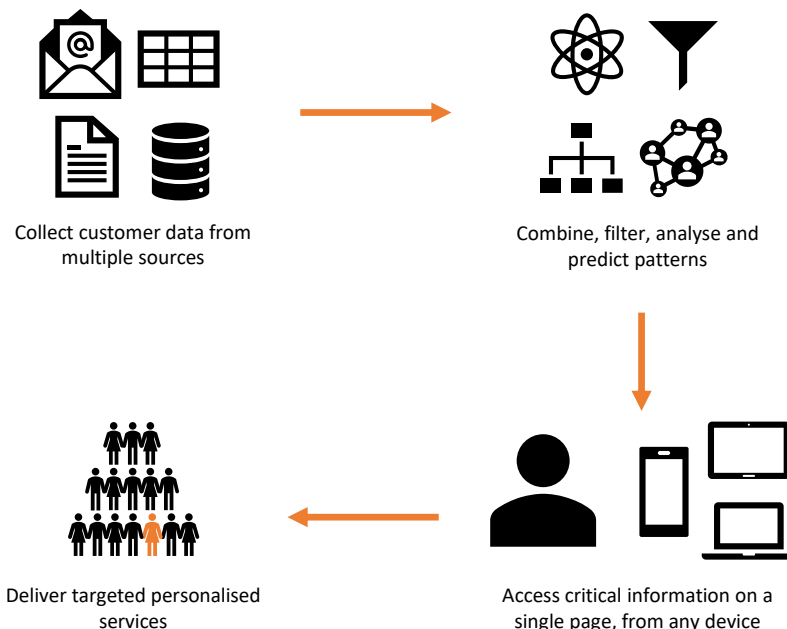## Access a single view of your customer

The digital world is changing the ways organisations interact with their customers. Customers are buying through digital mechanisms and are interacting through multiple channels. For some organisations, this can become overwhelming. Customer Insights gives organisation a single view of their customers. For example, it provides customers service teams with information not just on the service request or incident they are dealing with, but on how that customer has interacted with them over time. It also groups customers into segments to give marketing and the executive team insight into changes to general buying behaviour and gives them the opportunity to truly get to know their customers.

What is Customer Insights?

Customer Insights provides a single view of a **customer** and delivers **insights** to identify risks and opportunities and provide better services

Access information on a customer from multiple sources and provide **personalised** services, quickly and efficiently

Identify and deliver the right service with **visibility** of the services used and those available

Collect customer data from multiple sources

Combine, filter, analyse and predict patterns

Access critical information on a single page, from any device

Deliver targeted personalised services

What can you achieve?

Access information where you are, instantly

Make the connections that enable you to see who is at risk

Predict and deliver the right service to your customer

Understand the influence of social determinants

What benefits can you expect?

Time counts when you are dealing with a large customer base. Eliminate time wasted going to multiple sources for data

Source data from across agencies or departments and remove data siloes that prevent valuable insights

Deliver a consolidated view of your customer across multiple devices

Why is it different?

Uses advanced analytics and cognitive capabilities to provide insights and patterns

Built with Microsoft's powerful, scalable and cost-effective cloud services

Tailor the metrics and analysis to your most important use-cases