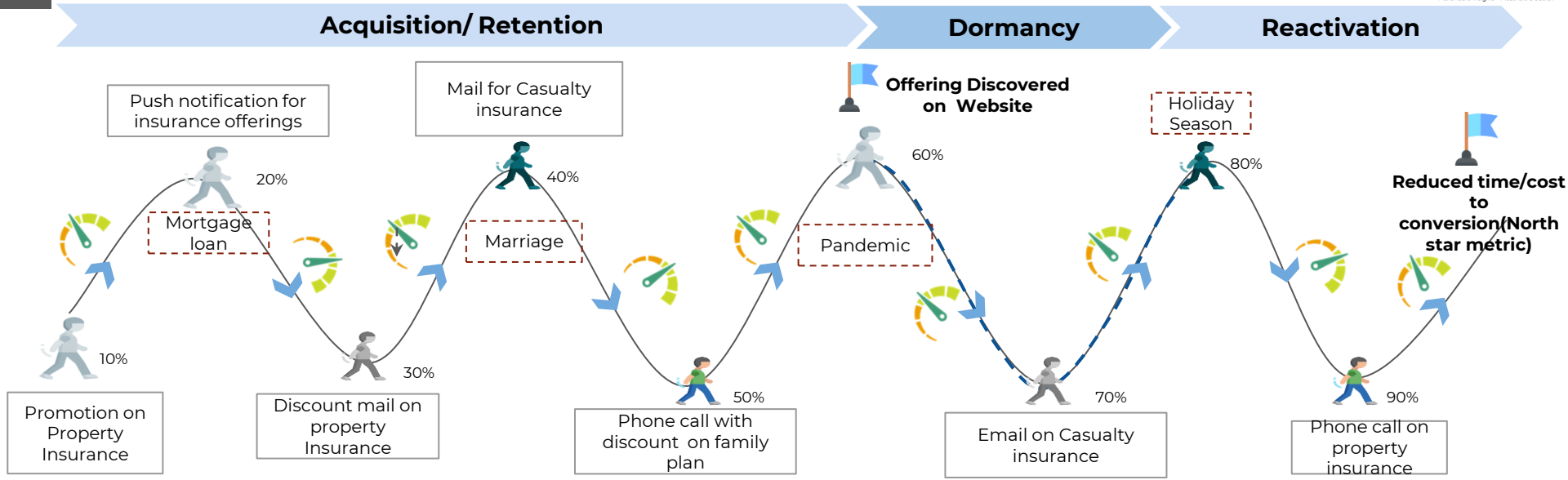
OneCustomerView

Art of Possible with Graph ML

Classification: Confidential Contains PII: **No**

Emphasizing on the Viable



Quicktime to Action

- Next Best Product
- Next Best Action

Accessing Investments

- Creative Simulation

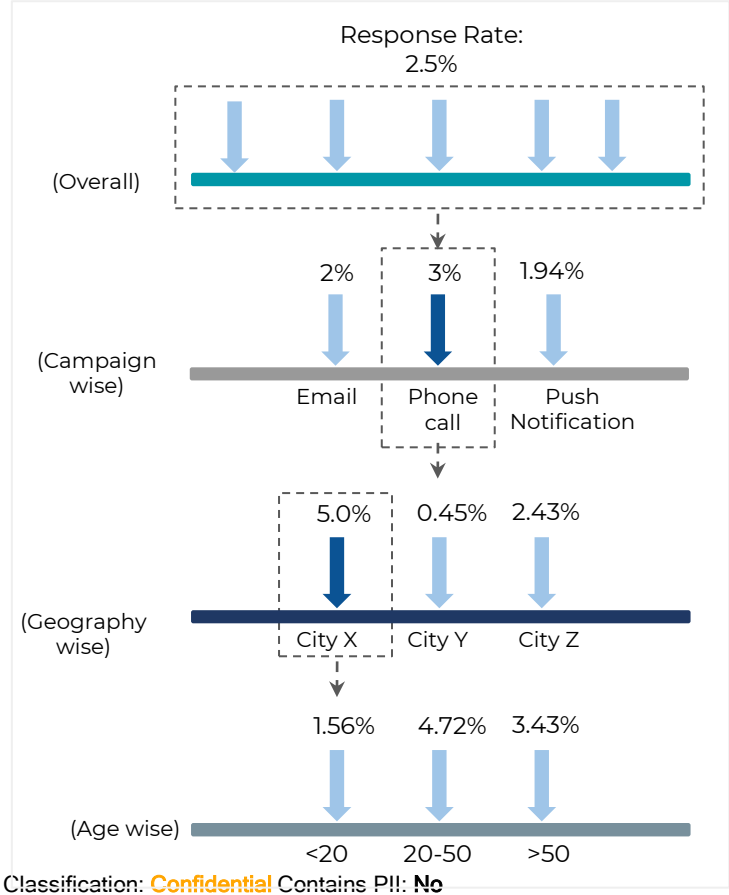
Strategic decision

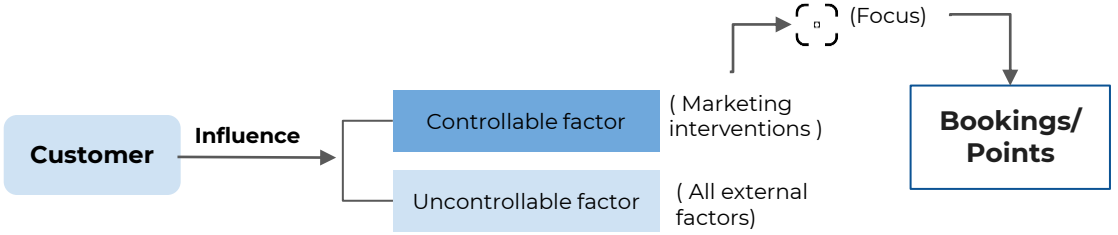
- Causality Understanding

- Focus on **north star metrics** being **customer centric.**
- Engage with customers who are **more receptive** to our interventions.

- ***Automated*** *marketing operations*
- ***Customer- centric engagement*** *for potential business growth rather than considering lead score*
- ***Onboarding*** *new customer with* ***look-a-like*** *approach*
- *Optimal intervention to* ***reactivate dormant customer***

Intervention Effectiveness Analysis : Discovering Room for Growth

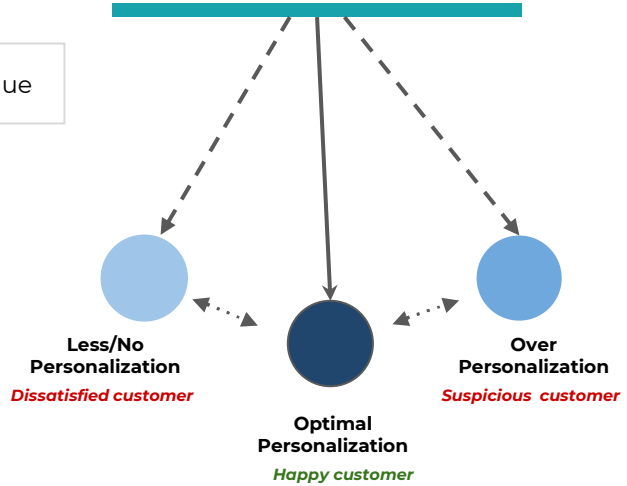




Hospitality client and LatentView have developed a model that accurately predicts **co-branded credit card usage**. With an average monthly sales of 24,000 cards, the **model identifies 83% of conversions from the top 20% customers selected.**

✓ Personalization will ↑ 40% revenue

Optimal Zone fluctuates with **time, customer experience and microsegment- constant need to monitor for optimal personalization**



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Identifying customer preference in every touch is the way forward

4 key elements which we follow to bring **optimal personalization** to decision making

1

Intelligent Next best action :
Optimize product-channel pairings to align with **evolving expectations** for personalization among customer hyper segments.

2

Next Best Product :
We **optimize your product launch strategy** based on your budget and marketing interventions, among hyper-customer segments for maximum success

3

Creative Simulation :
Empower strategic decision-making and outcome prediction through custom scenario analysis **imbibed with changing customer expectations.**

4

Causality Understanding :
Maximize the impact of personalized **interventions at every touchpoint** of the customer journey, delivering meaningful and customer experiences.

Benefits

- Reduced decision time
- Quick adoption to emerging needs with instant pivoting
- Hypersegmentation
- Informed Strategic Decision making based on Causal Understanding.

Outcome

- Optimal sales funnel
- Reduction in Churn rate
- Increased Customer Lifetime Value.
- Optimal targeting of the **right audience, at the right time, through the right campaign, with the right product & strategy**

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With simplicity in the design to enable instant adoption and value realisation

Zero Infra Cost

- **New Infrastructure Architecture is needless** with internal data emphasis
- OCV can **seamlessly integrate with current infrastructure** for optimal operation
- OCV implementation led to **better improvement** with new insights

No Reliance on External Data

- Analysing **external data** for marketing **outweighs the value of the insights** it provides.
- OCV enables extraction of **reliable insights** from well-structured **internal intelligence.**
- OCV leveraged internal data, producing better outcomes.

Easy Adoption and Reduce Time to Value

- **Marktech solutions** need new business practices, **ignoring existing models**
- But, OCV insights integrate smoothly into current practices for **streamlined adoption**.
- Since, OCV implementation requires **minimal SME** involvement, **speeding up improvisation**.

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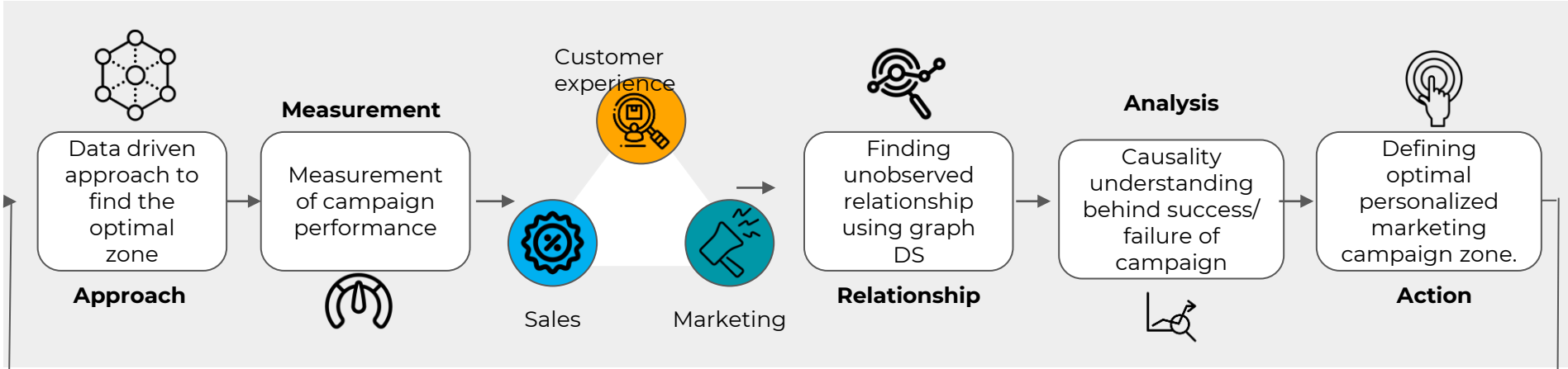
How we can achieve Optimal Personalization?



Key Deliverables

- **Customer next best action recommendation**
- Campaign **effectiveness measurement**
- **Microsegmentation** of Customer groups
- **Optimal personalisation** for each Micro Segment
- **What If** scenarios
- **Causality** understanding

Outcomes

- Optimal sales funnel
- Reduction in Churn rate
- Increased Customer LTV
- Enable Cross sell and Up sell
- Target the **right customer**, at the **right time**, through the **right campaign**, with the **right product** & **strategy.**

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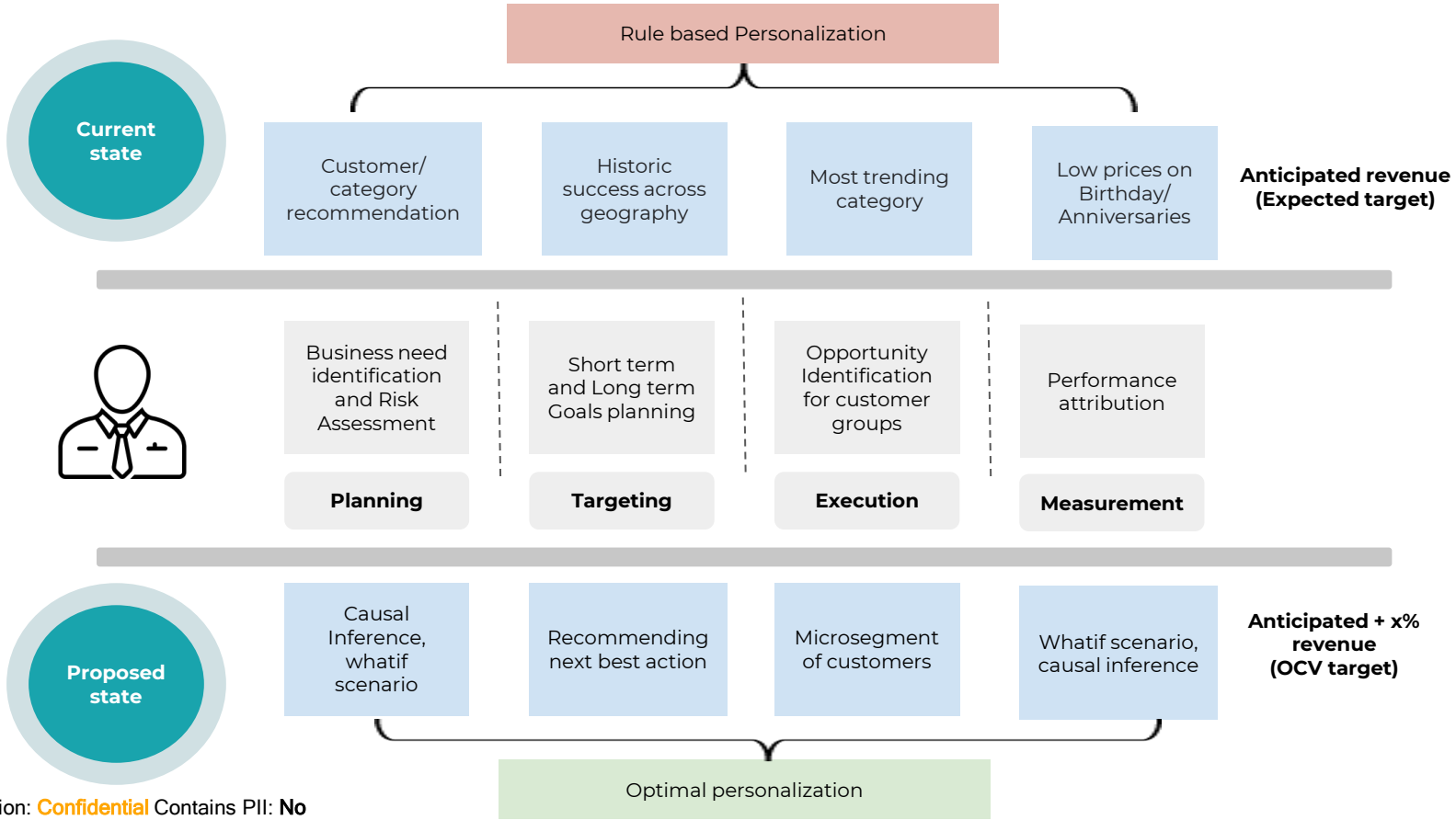
A Day in the life of CMO



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Data Context for Scaling the Solution: Hospitality illustrative

Must Have

Confounders	Treatment	Heterogeneity Index	Outcome
Customer behaviour ✓	Emails ✓	Customer income ✓	Bookings ✓
Purchase pattern ✓	Phone calls ✓	Marital status ✓	Stays ✓
Preferred brand ✓	Push notifications ✓	Years of Engagement ✓	Points earned ✓
Services ✓	Offers ✓	Partnership Enrolments ✓	Spend ✓

Good to Have

Confounders	Treatment	Heterogeneity Index
Demographics ✗	Messaging across channel ✗	Demographics ✗
Customer Social media ✗	Number of Dependents ✓	Business traveller ✓
Customer stay in competitor Brands ✗	Occupation ✗	Leisure traveller ✓

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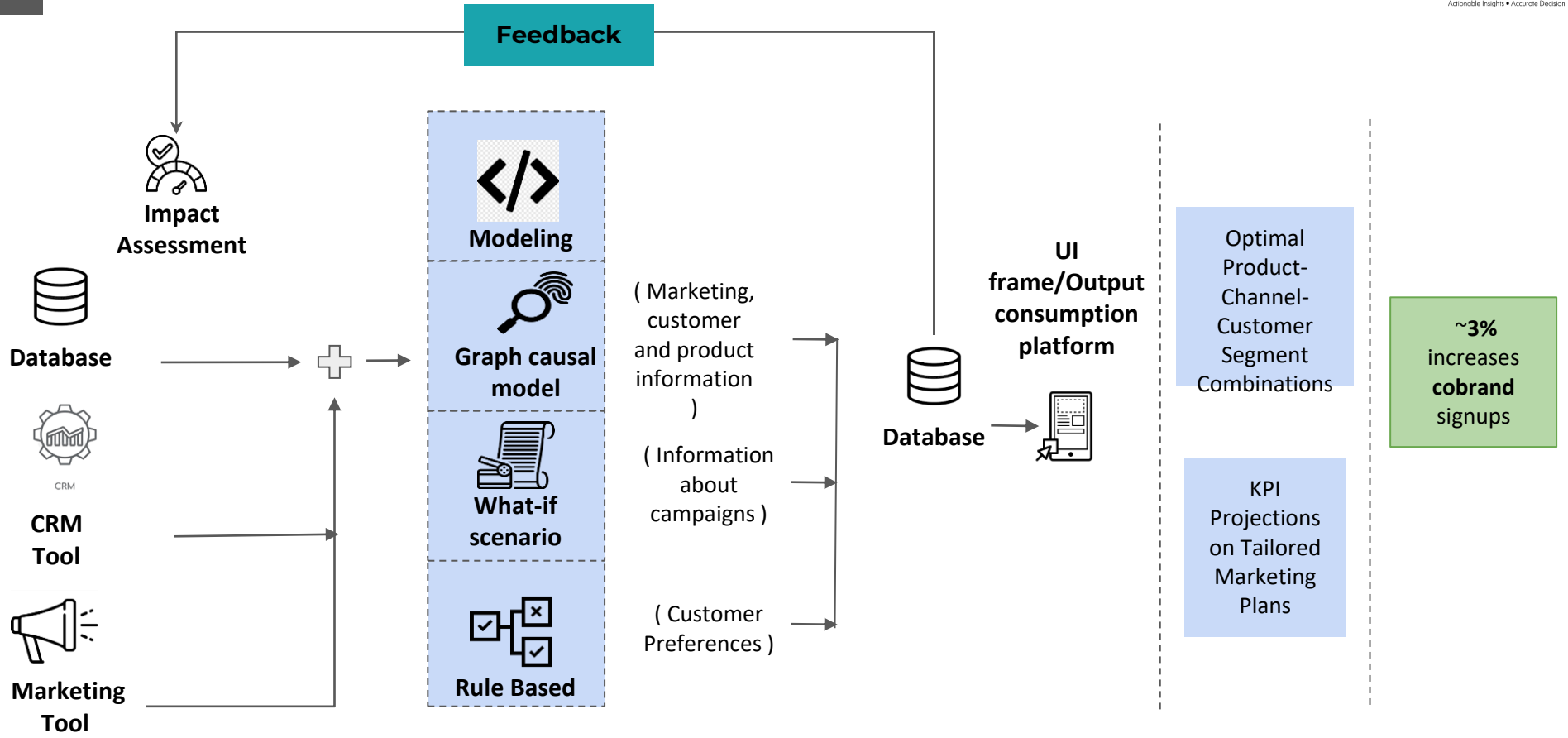
Generic Architecture



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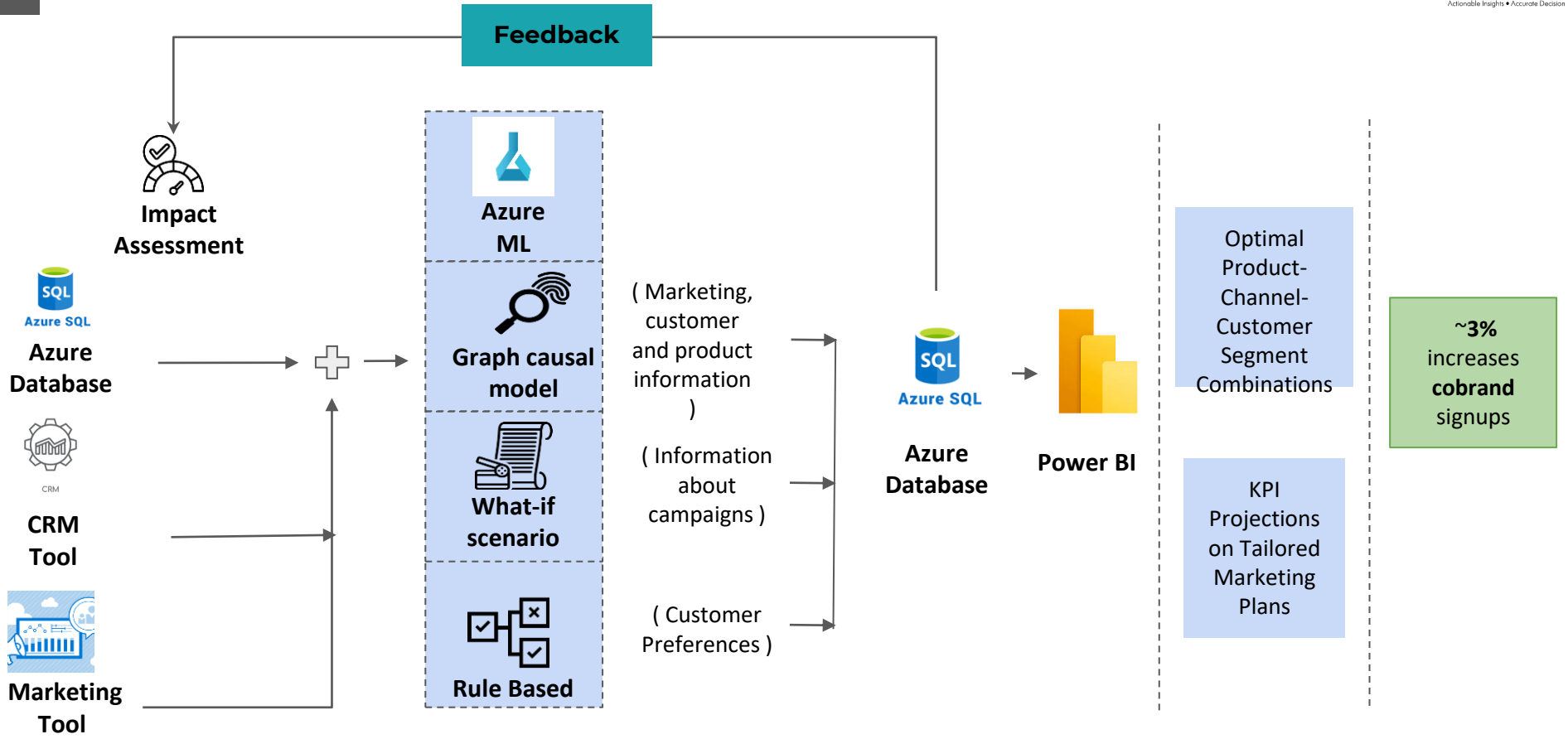
Architecture in Azure



latentview
Actionable Insights • Accurate Decision

Thank you

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