

Customer 360 Insights Jumpstart with Azure Databricks

Accelerate your journey to enhancing customer experience and their lifetime value

In an era of growing competition, tighter margins and growing customer expectations, it has become even more critical to identify and drive personalized engagement with your top customers.

Harvard Business School professor, Sunil Gupta, said that **20% of the customers** account for **200% profits** and that many are unprofitable.

Source: Driving Digital Strategy: A Guide to Reimagining Your Business

This makes Customer Lifetime Value (CLV) so important to calculate. However, most companies are still operating on legacy infrastructure. Thus, they lack the compute capabilities to handle customer-level transactional signals and continuously monitor the shifts in their buying behavior.

Break-down barriers to optimizing customer profitability with Azure Databricks

Azure Databricks is the jointly-developed data and AI service from Databricks and Microsoft for data engineering, data science, analytics and machine learning. Perform strenuous data transformations and CLV calculations from massive volumes of transaction data, optimize models and deploy them to CRM or CDPs for marketing operations, from a single system.

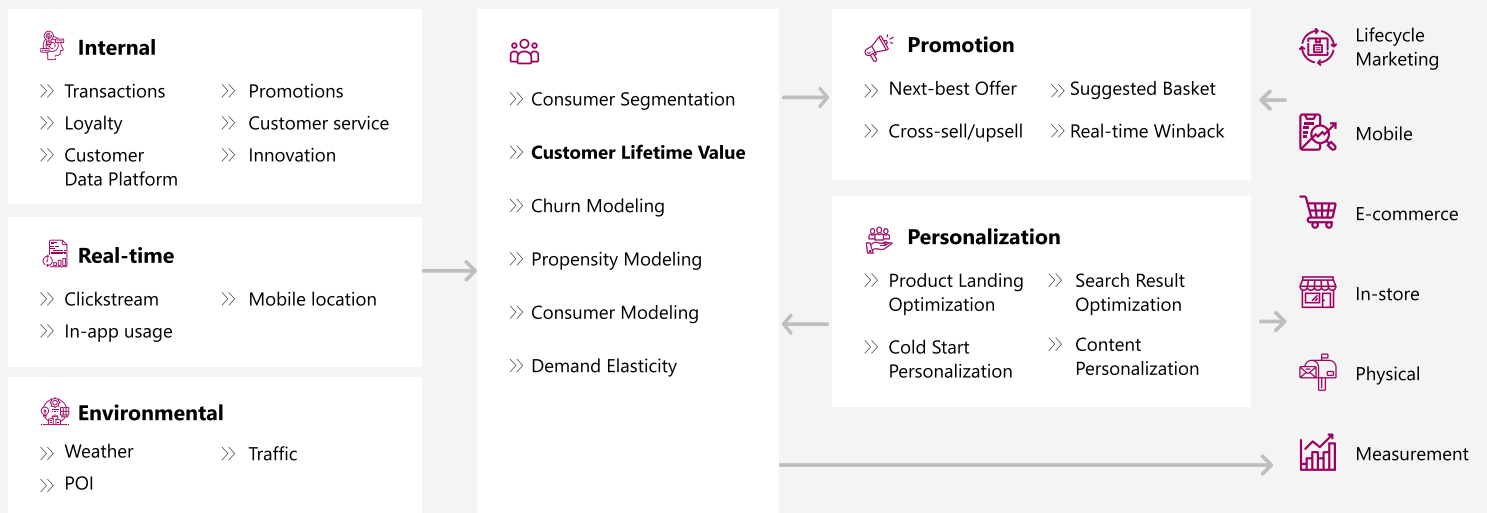
Driving CLV with a unified approach to Data and AI

Analyze all structured and unstructured data with Apache Spark and generate real-time insights with Delta Lake

Model customer behavior with your language of choice and collaborative data science with ML flow

Deploy the optimal model to CRM or CDPs to support personalization and promotion

Enable omni-channel engagement



Leverage this as a first party service on an Enterprise Cloud Platform

Get one-click setup, native integration with other Azure services, an interactive workspace, and enterprise-grade security

Get in touch with us:

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Get ready for marketing in the new normal

Our **Customer 360 Insights Jumpstart offer** helps you understand the power of Azure Databricks, envision opportunities, and discover how the solution can improve the quality and accuracy of customer insights you can get from different interactions. With this, you will be armed with the knowledge and approach to accelerate your customer engagement transformation.

Our delivery process



Discovery

- Build an as-is understanding of current tools and techniques, including environment and challenges.



Envision

- Identify and assess the Customer 360 Insights use case(s) that you want to move/deploy on Azure Databricks.



Jumpstart Proof of Concept

- Set up a pilot modern data architecture using the Azure Databricks platform. This includes configuring the platform, tuning analytics runtimes and engineering data integration.



Communicate:

- Socialize the findings with leadership.

Final deliverables



Duration: 2-4 Weeks



Cost: \$15,000-\$30,000



Fully operational Azure Databricks environment for 1 customer data set.



Final data model for Customer 360 and solution models.



Roadmap to implement the final solution, along with time and cost estimates.

Our Recent Work



CPG Leader

Operationalized deep personalization models across the globe

20M+ recommendations per month across 65+ brands in 1M+ outlets

\$160M+ increase in revenue and 17% RPR



Global Beauty Brand

Built a customer data hub to track conversion metrics across the customer lifecycle and enable precision marketing

1B+ interactions managed per month for 220M Customers

80+ data sources for information ingestion across 50+ brands

About Mindtree



Global scale and experience

200+ enterprise customers across **15+** countries



Born digital

Cloud-first approach to help you turn IT into a strategic asset



Deep Microsoft expertise

Azure Expert MSP and **4,000+** practitioners

2020 Microsoft Award for **Most Innovative AI Solution**

Advanced Specialization in **Analytics on Microsoft Azure**

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