mobiik
coding for the future

-Technology is the future, information is our new revolution.

Data & AI

Advancements in technology, especially in Data & AI, enable a range of unforeseen opportunities to amplify, automate and optimize these decisions

The objectives that we seek to cover with Data & Artificial Intelligence to maximize customer value are:

01 CONNECT
Increase Conversion of Prospects to Customers

Turn anonymous users into know customers across devices with responsive registration solutions that allow you to capture consumer data in a seamless and transparent way.

02 COLLECT
Induce the purchase of products and services related to the user profile.

Build rich, unified customer profiles by consolidating a wide variety of data types into a single customer view while staying in compliance with all social network policies and an ever expanding set of regional data protection and privacy regulations.
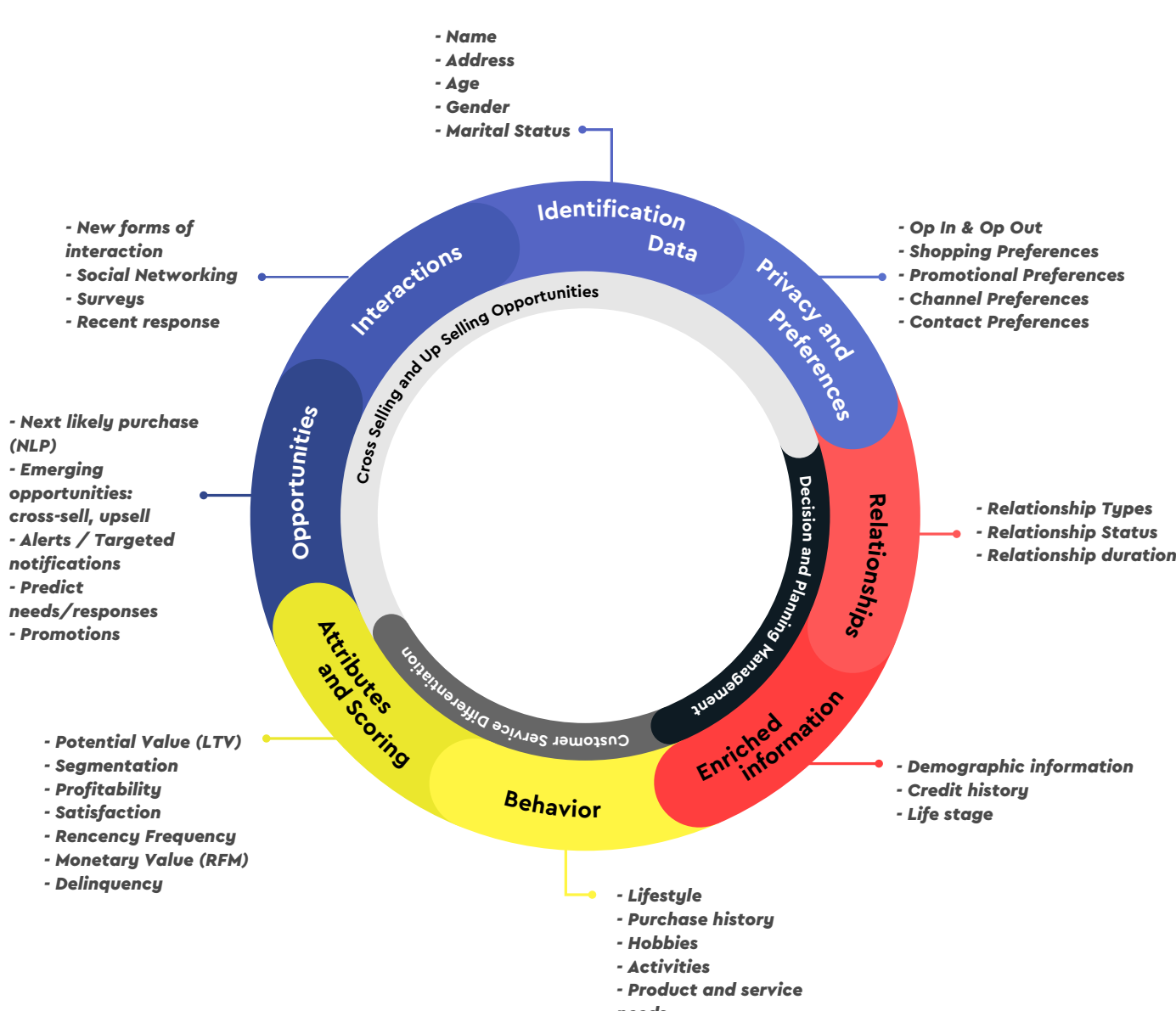
03 CONVERT
Raise the average ticket of current customers.

Mobiik makes it easy to get deeper insights into your audience with Customer Insights and Analytics tools, while easily integrating customer data across every application in your stack to drive new business value.

What can we know about our client at each stage?

Data & Artificial Intelligence (AI) provides a trusted, single view of a customer's name, address, contact information, gender, and interactions with a business. The view can include information about purchase history, billing, service issues, social presence, and channel preferences. Businesses can use this data to inform engagement strategies, customer journey steps, communications, personalized offers, and deliveries. A Customer 360 view enables organizations to derive value, achieve sustainable competitive advantage, and maximize new customer acquisition opportunities

- Name
- Address
- Age
- Gender
- Marital Status

Identification Data

Interactions
- New forms of interaction
- Social Networking
- Surveys
- Recent response

Cross Selling and Up Selling Opportunities

Privacy and Preferences
- Op In & Op Out
- Shopping Preferences
- Promotional Preferences
- Channel Preferences
- Contact Preferences

Relationships

Decision and Purchasing

Customer Engagement
- Relationship Types
- Relationship Status
- Relationship duration

Opportunities
- Next likely purchase (NLP)
- Emerging opportunities: cross-sell, upsell
- Alerts / Targeted notifications
- Predict needs/responses
- Promotions

Attributes and Scoring
- Potential Value (LTY)
- Segmentation
- Profitability
- Satisfaction
- Rencency Frequency
- Monetary Value (RFM)
- Delinquency

Customer Service Differentiation

Behavior
- Lifestyle
- Purchase history
- Hobbies
- Activities
- Product and service needs

Enriched Information
- Demographic information
- Credit history
- Life stage

We build success stories

cinépolis
Recovery of 3% in sales through fraud detection.

Data delivered to the organization in the expected time and with high accuracy.

Balance between self service and governance in access to the boards.

Claro-shop
Growth in digital sales around double digits through recommendation engine.

5x lift in sales based on interests detected through social networks.

Televisa
Publication of boards to internal or external users from a centralized point with access control.

Alsea
Cost reduction of around 20% using the benefits of the cloud.

EDUPASS
Publication of boards to internal or external users from a centralized point with access control.

Cost reduction of around 20% using the benefits of the cloud.

Some technologies used:

- **Azure Machine Learning**
- **Databricks (Spark in the cloud),**
- **SAS Enterprise Modeler, SPSS Modeler**
- **Tensor Flow.Type Project 2**
- **Dashboards for organization, across multiple time zones and geographies.**
- **BI Self Service layer for the company.**
- **Analysis and design of the global data architecture, including the Business Intelligence layer.**

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- Every revolution is an idea
- Start a revolution