Customer Cosmos

Despite significant advancements in analytics capabilities, retailers and CPG companies struggle to enrich customer data and extract deeper insights to drive customer-centric strategies. 63% of marketing leaders continue to struggle with delivering personalized marketing, and 71% of customers expect personalized experiences.

Tredence Customer Cosmos – Is a C360 solution that enables clients to unlock the value of customer data .

Organizations can use our c360 solution to:

» **Identify and reach untapped marketing segments.** Identify untapped market segments based on proprietary headroom, customer lifetime value, and share of wallet.

» **Drive customer retention through Marketing Personalization.** Product recommendations, Next best offers & actions, to drive quality customer engagements and interactions.

» **Drive omnichannel customer experience:** Perform journey analytics and identify friction points across customer segments to deliver best in class experience.

» **Optimize marketing spends**: Identify the campaign's true impact and ROI with an integrated suite of shopper behavior, engagement, customer lifecycle, audience target, and lifetime value measures.

Reach out to us at alliances@tredence.com for a demo.

Tredence is an AI engineering and data science company that focuses on last-mile delivery of insights into actions by uniting its strengths in business analytics, data science and engineering.

Key Ingredients of Customer Cosmos

Enriched Customer Data
Customer 360 data model which provides omnichannel visibility integrating 1st & 3rd party data

Comprehensive Data Model & KPI Stores
Verticalized and Sub-verticalized Cosmos Feature Store across Retail, Telecom, Media, Insurance, Health etc

Pre-built Engineering & ML notebooks
Prebuilt AI/ML notebooks with modularized parameter tuning for predictive & preference customer attributes

Transparency & Control
Radical transparency & Control, improved data security, and maintains quality and data governance

Improved Productivity
Fosters Self-Serve. Increased analytics productivity due to self-serve & ease of use

Modular & Scalable
Works within your firewall. Built and deployed on Azure stack that's Rapidly scalable by design

Business Impact

5X	**100+**	**10+**	**+25M**	**$230**
Improvement in query and ML segmentation processing time	Predictive & Preference Models for Marketing	NPS improvement for ecommerce purchasers	# of at-risk customers reengaged	Increase in customer lifetime value attributed to marketing

TREDENCE