

9 Key Analytic Use Cases Every Organization Should be Practicing

Whether you are looking to invest in new technologies, data management, or analytics solutions, IT initiatives must drive towards business value. These are the customer analytic use cases that are proven to result in positive ROI.

Customer Loyalty

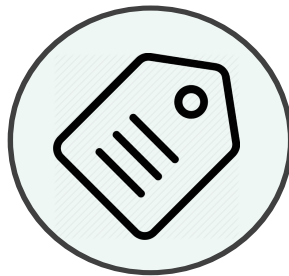


Get, grow, and keep a strong customer base with these optimization strategies.



Acquisition Analytics

Where can I best find customers that will drive an inordinate amount of value?



Next Best Offer

What is the best offer I can personalize for each customer, as the basis of my next interaction with that customer?



Churn Modeling

Who among my customers are at the greatest risk of leaving me for a competitor in the next 30 days?

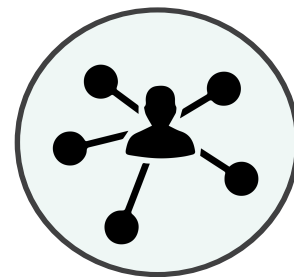


Customer Experience

Unearth deeper insights on how customers perceive every interaction with your business.

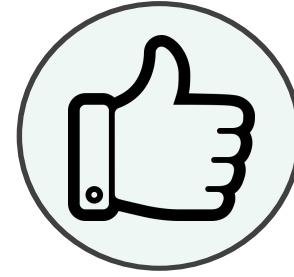
Cross-channel analytics

What are the individual channel preferences each customer has for how they prefer to be engaged?



Text Analytics

What are the customer sentiment and emerging topics shared across social, chat and web channels specific to our company and competitors?



Marketing Optimization

Which aspects of my digital strategy resonate best with the customers that matter most?



Customer Journey



Understand how customers engage at every touchpoint with your business over time.



Omnichannel Analytics

Where are you interacting with this customer? What is the most valuable channel?



Customer Journey Mapping

What are the moments of truth in the sales funnel that have the greatest impact on the conversion of that prospect to a customer?



Customer Lifetime Value

What can I expect the customer lifetime value and associated actions to be for differing customer segments?

These key analytic use cases help establish the foundation to drive customer success. For more insight into CCG's approach to Customer Analytics visit go.convergenceconsultinggroup.com/cloud.html or call 813.265.3239.