Customer Experience & Predictive Marketing

Helping consumers become happy customers is increasingly difficult, because a complex omnichannel customer journey has become an obstacle towards delivering a better customer experience. Companies are dealing with multiple channels for increasing awareness and generating sales. Connected consumers are empowered with more information to drive their choices. Sales are fulfilled online and at stores. And social networks have become both an opportunity to raise advocates and a brand threat.

There is a way forward though, by unlocking the potential of the data companies hold in their ERP suite, that sits in their cloud, or that is just a few clicks away on the web. Mapping your big data is just the first step: you have to collect it, integrate it, and understand what it means and what it can do for you. Then you can model your demand and react to it on a daily basis. This will allow you to achieve Predictive Marketing, yielding both happier customers and shareholders.

Benefits
- Increased customer loyalty
- Better customer satisfaction
- Improved up & cross selling
- Shorter time to buy decision
- Reduced promotional and discount expense
- More efficient marketing and selling
- Improved quality and service
- Higher advocacy rate

All impact on Customer Lifetime Value, corporate margins and brand awareness.

Capabilities
- Data integration, exploration and elaboration
- Clustering models
- Hierarchical basket analysis
- Propensity to buy or repeat purchase
- Predicted Customer Lifetime Value
- Product recommendation engine for upselling, cross-selling, next-selling
A Better Customer Experience with Predictive and Prescriptive Analytics using Rulex® Technology

Rulex is a full featured platform that enables your company to implement a Predictive Marketing strategy through efficient data integration and state-of-the-art machine learning algorithms, easily integrated with your legacy systems.

Rulex’s unique approach is based on an innovative rule-based predictive model that not only accurately predicts your customers’ next steps, but it also explains why he or she is doing it. This means that you can not only build models for future actions of your customers (i.e., Predictive Analytics), but you can also leverage the insights on why they are acting, driving better decisions in the future (i.e., Prescriptive Analytics).

Also with Rulex, you do not need to hire data scientists or invest in expensive infrastructure, because the platform is designed to be easy to learn for business users and powerful enough to run on laptops.

Case Study *: Customer Behavior for Pet Food/Care Promotions

A major consumer goods retailer was looking for an easy way to understand the behavior of customers buying pet food and pet care and to improve their promotions.

This was accomplished via customer segmentation (overspending customers, frequent customers, occasional customers, …) and hierarchical basket analysis: inferring rules representing the association between products and packages in order to single out the most successful offers and promotions. By modeling hierarchical basket analysis, they were able to understand product connections and shadow, cross-selling and cannibalization effects.

The Rulex platform allowed them to easily integrate, clean and process transactional data from 43 million sales receipts, as well as product characteristics and promotions.

Knowing customers’ actual behaviors helped the client increase ROI, cutting budget while improving performance, and delivering a better customer experience. The outcomes:

- Increased marketing effectiveness by 20 percent
- Promoted cross-selling and reduce shadow and cannibalization effects (after 30 days cross selling was increased by 10 percent)
- Adjusted their communications and supply strategy to meet consumer demand

* This case was developed by Rulex Inc with the collaboration of IPR Feedback + FM

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