



Customer Analytics

Brecht Van Baelen | Competence Lead Data Science

APRIL 2022

What is customer analytics?

Introduction

Use data to analyze and extract insights from customers

Challenge

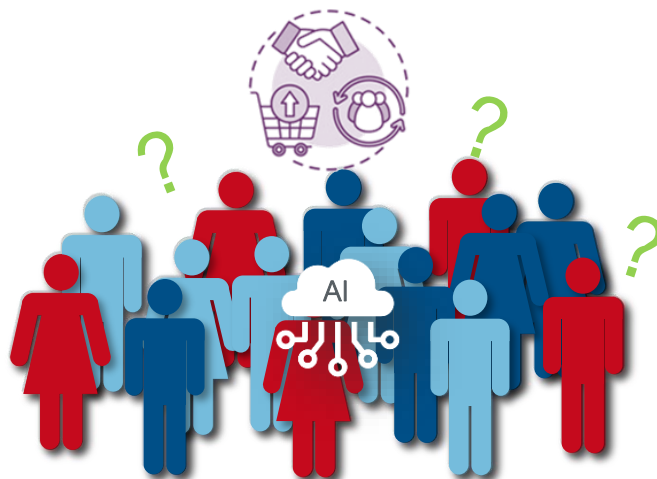
- Siloed customer data
- Different units talk different data but same customer
- Get to know your customer
- Personalize the customer experience

Solution

- Build a customer data platform
- Extract customer insights using AI to act upon

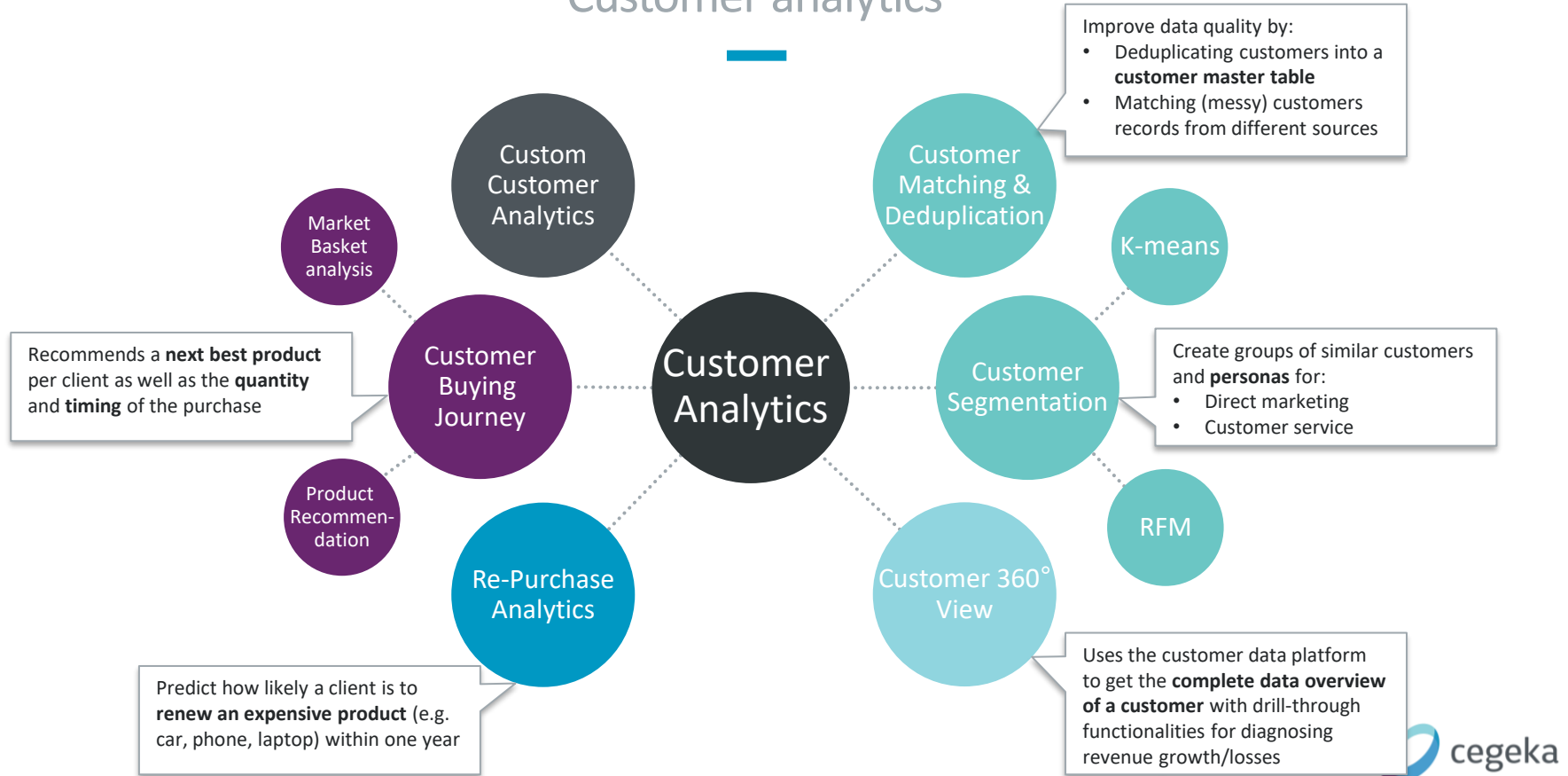
Benefits

- Get to know your customer needs and next best actions/offers
- Become a data driven organization
- Increase customer engagement and intimacy
- Define new business strategies



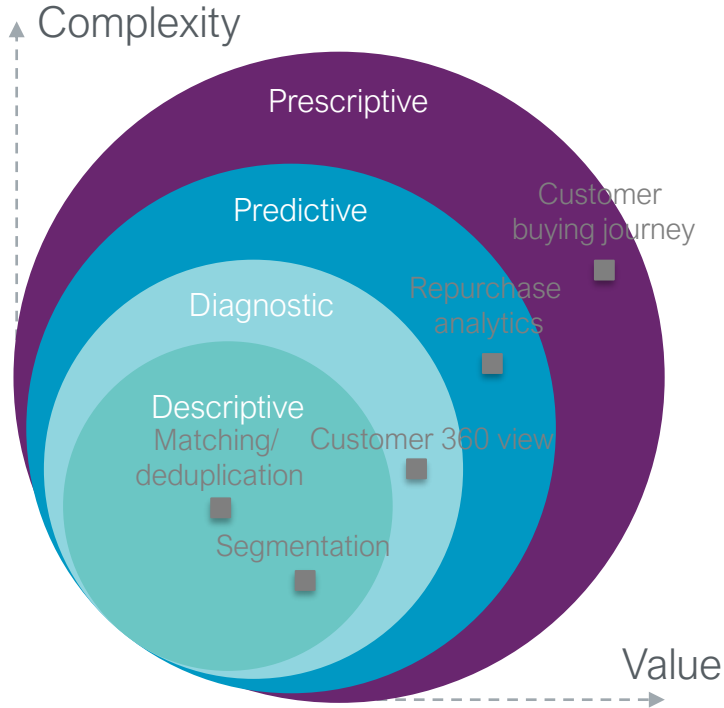
Our offering

Customer analytics



4 types of analytics

Customer analytics



Descriptive: What's happening with my customers?

- Comprehensive, accurate and live data

Diagnostic: Why is it happening?

- Ability to drill down to the root-cause

Predictive: What's likely to happen?

- Use historical data to predict specific outcomes using AI

Prescriptive: What do I need to do?

- Recommend actions and strategies



DEMOS



—

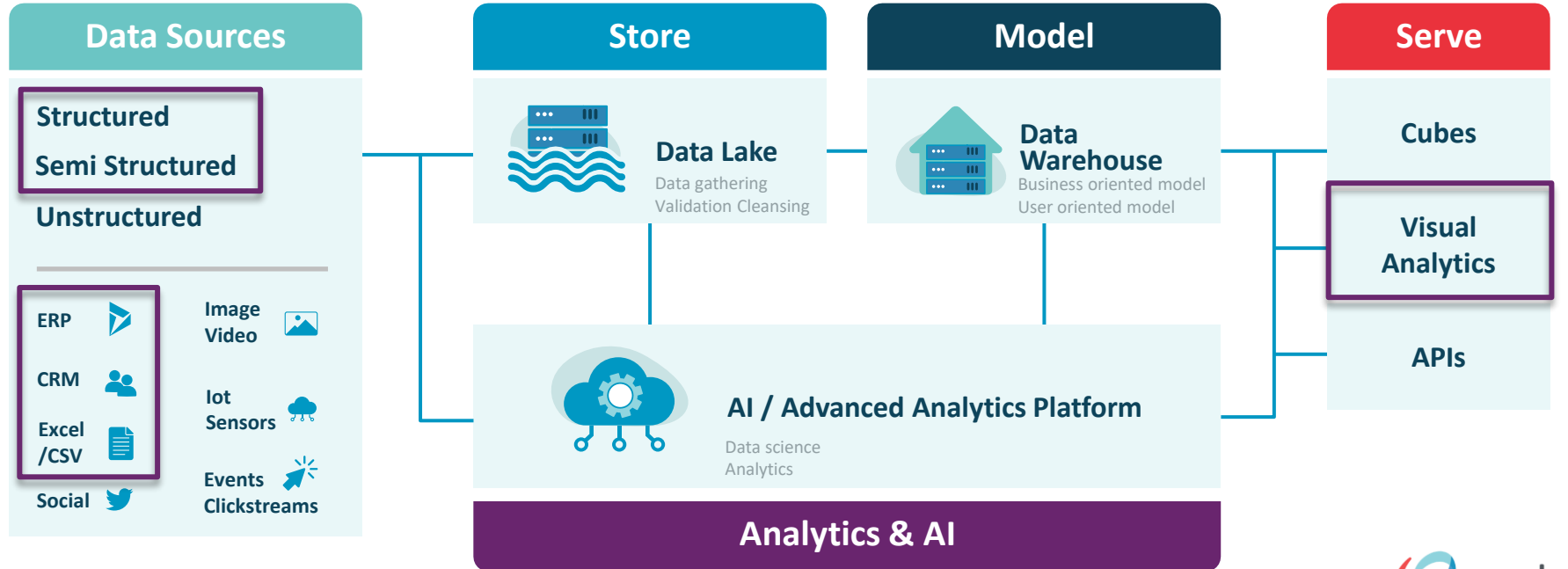
Architecture

Customer Analytics

—

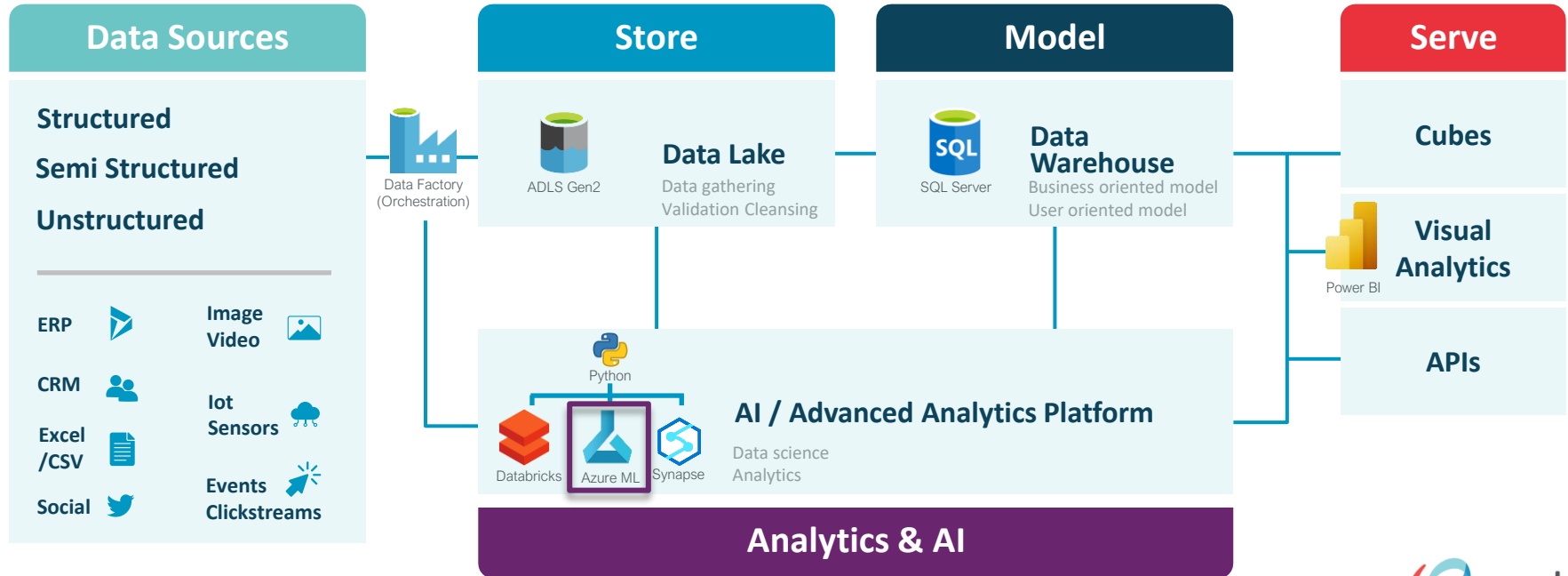
Customer data platform

Cegeka reference architecture



Azure implementation

Cegeka reference architecture





How to start

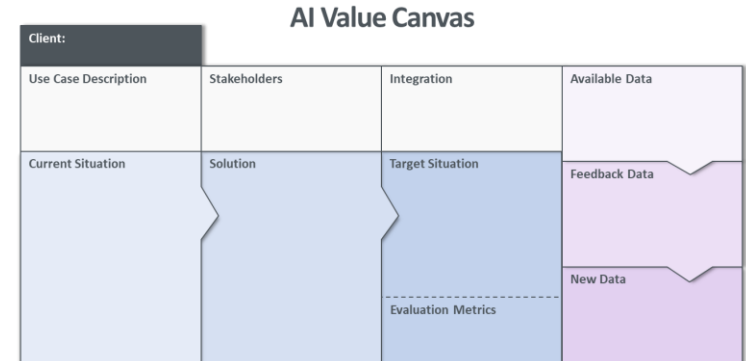


Cegeka's AI approach

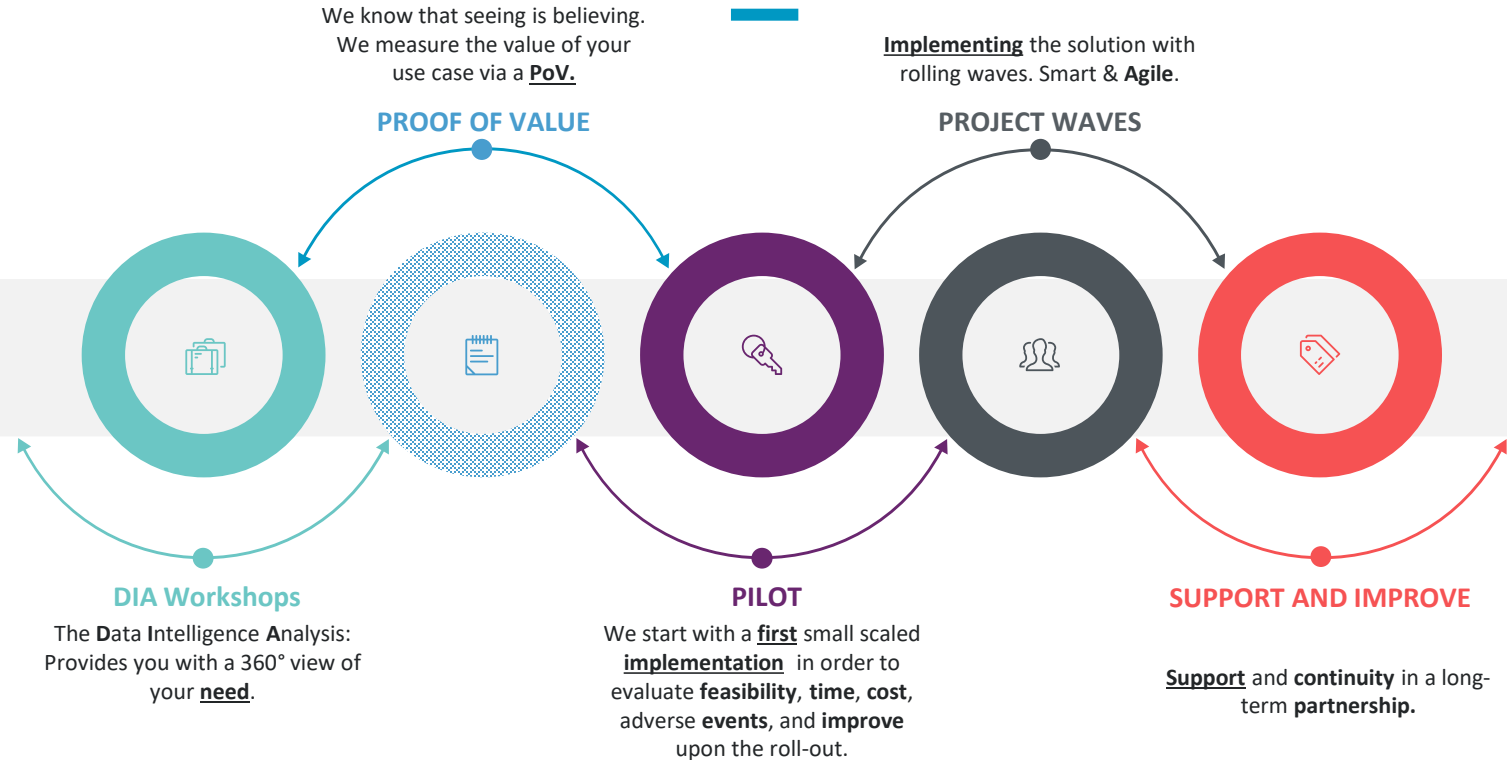
How to start



- **Inspiration session** for business and IT
 - *Presenting relevant AI use-cases*
- **Interactive discovery** workshop
 - *Plot AI use-cases on a Value/Complexity matrix*
- **Define** a **“Value Win” use case** to be used in the PoV
 - *Cegeka’s AI value canvas*
- Execute a **Proof of Value**
- **Surpass Proof of Value and operationalize**

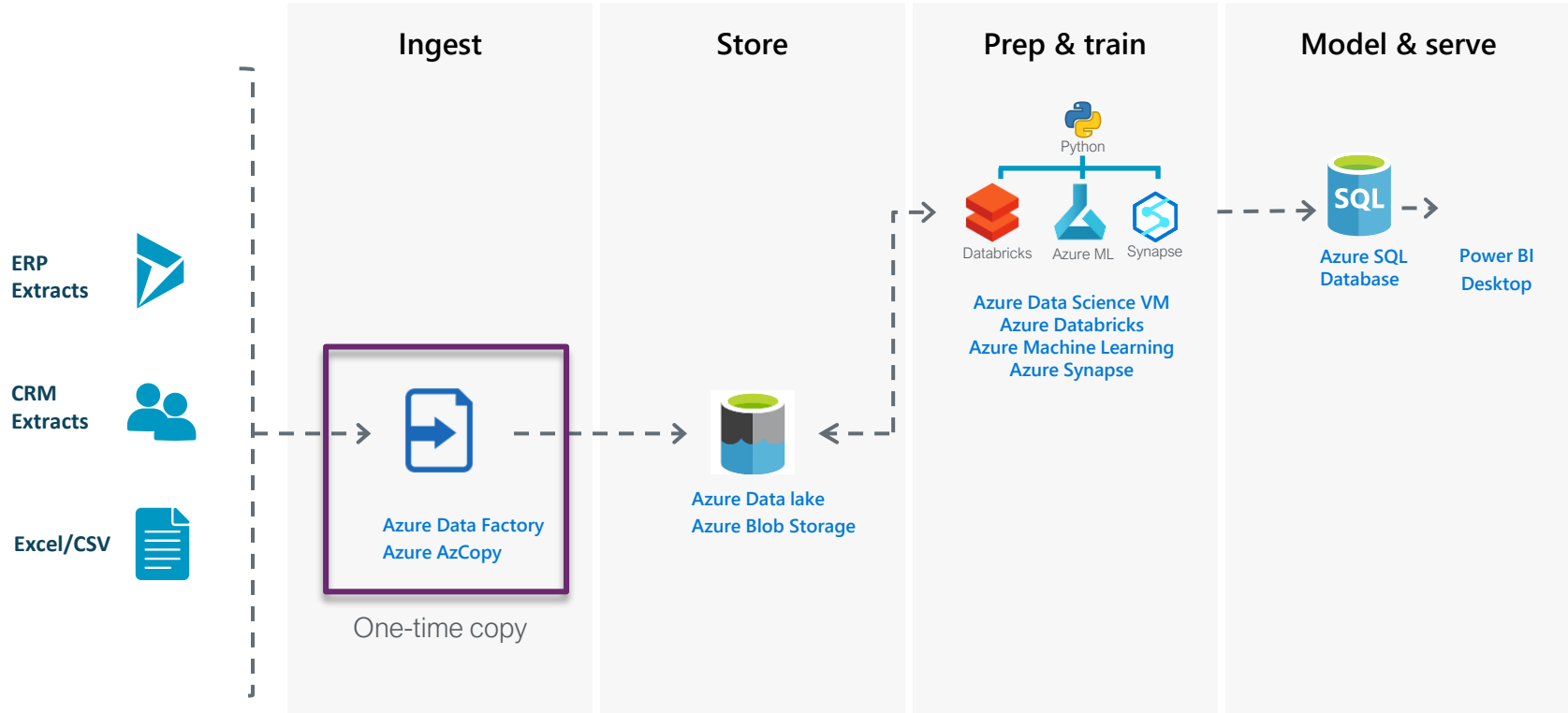


Our End to End Approach



PoV Architecture

Cegeka's AI Lab Reference Architecture





Thank you

Guido Debruyne – Data Solutions Accountmanager | guido.debruyne@cegeka.com

Kaat Van de Waeter – Data Solutions Accountmanager | kaat.vandewaeter@cegeka.com

MAY 2021