



## Increasing Customer Value Through Online Data Integration and Predictive Analytics

CSG Systems | 2009

Can you identify the online behavior of your most profitable customers to improve your acquisition campaigns? Can you enrich your customer profiles with online behavioral data to increase loyalty and retention? Can you leverage the purchase information from your retail stores to cross sell on your Web site?

To truly answer these questions, you must look beyond traditional online analytics. In general terms, online analytics is the discipline that focuses on Web traffic and activity, like adding items to a shopping cart, clicking on a banner ad or watching a video.

Quaero's approach goes beyond the information captured by traditional online analytic platforms. First, the solution integrates granular online data with all available offline data sources, for example, product ownership from an invoicing system with new product interest derived from recent online behavior. Then, this integrated database is used to develop leading-edge analytical models, which deliver the right insight to drive concrete strategies that increase profitability. The enriched analytical database delivers a complete and actionable view of each customer's behaviors, interests and future needs to accelerate marketing performance across channels.

**So how do you benefit? Through a more thoughtful and robust approach to online analytics, you can:**

**1. Gain Deeper Customer Insight.**

Behavioral data should be the lifeblood driving your customer insights; in most environments, online data are the richest behavioral data available. Sifting through massive amounts of online data to find and store the most valuable pieces is the first step in bridging your offline data sources with your online data.

**2. Leverage Actionable Analytics.**

Current online analytic tools allow you to identify certain online behavior, typical paths and trending over time, but they cannot complete and execute on advanced analytic techniques that provide a measurable business impact, such as survival analysis, lifetime value analysis and detailed campaign response analysis. As example:

- **Quickly customize engagement metrics and areas of interest** by leveraging the available event tagging within the Web analytic tool, right out of the box.



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- **Deliver the next best action at the right time.**

Bridging the gap between analytics and real-time offer delivery requires a delicate mix of marketing, technology and analytics. Quaero's solution integrates the data in such a way that they can be used to deliver inbound campaigns like real-time email or dynamic offers for the Web or call center as well as traditional trigger or batch outbound campaigns.

### **3. Enable Quick Wins:**

Quaero's solution leverages mainstream technologies to accelerate and automate data integration.

### **4. Track Promotion Performance Across Channels:**

Merging your online and offline data sources provides the clearest understanding of where to properly allocate your promotional dollars to support your Customer Experience strategy and to optimize your marketing mix.

### **5. Track Marketing Message Effectiveness:**

Measure the online engagement to understand the level of interest in one promotion and also the long term effect and incremental value of all marketing messaging.

### **6. Develop Meaningful Customer Segmentations:**

The proper analytic transformation of your rich online data will result in well-formed segmentations and a strong predictive arsenal at your disposal. In many environments, online behavior will provide much more value than traditional offline sources when developing segmentations.

### **7. Extend Profile Opportunities:**

Online data include referring and exiting sites as well as domains, which provide a valuable understanding of those prospects, customers or segments that are interested in your competitors. Online data also include attributes that allow for dynamic messaging and may not be available in offline sources, such as operating system or language. These data are stored in an efficient format to promote real-time responses via dynamic online content or real-time emails.

### **8. Increase Campaign ROI:**

Now that your predictive analytics are in place, the proper online and offline customer interaction processes can be used to tap the power of the analytics and consolidate your contact strategy across channels.



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## 9. Simplify Your Marketing Efforts:

Online behavior linked to registered users and customers can enhance your current marketing efforts significantly. For example, in many industries, true interests are not stored because offline systems only capture the final action, such as a purchase or hotel stay, but not the prior comparison shopping. In many cases the true interests and potential reasons for purchase can be observed in the online activity.

## 10. Execute More Effective Cross-Channel Campaigns:

Marketing processes have become much more complex given the timeliness and fluid nature of online marketing. Luckily, marketing resource management (MRM) has evolved greatly over time and can be used to coordinate online and offline planning and execution activities and foster efficiency gains through greater capacity.

So how do you get there from here? Well, the first step in many environments is an online data integration roadmap, which identifies the online data and steps required to integrate with your current offline environment. It is important as well to include strategic, technology and analytic components into your online data integration roadmap to ensure that all marketing dimensions are properly aligned and able to take advantage of this rich, multi-channel marketing environment.

These are the high level steps that we recommend:

### 1. Develop a Data Integration Roadmap:

- a. Analyze all available offline and online data sources.
- b. Determine which events are tagged in your online environment and how those events will be mapped into your solution.
- c. Determine the online and offline merge logic.
- d. Develop the infrastructure and data flow diagrams.
- e. Develop the strategic and analytic portions of the roadmap to ensure proper alignment.

### 2. Consolidate the Data:

- a. Interface with the available Web analytic system and load the online data base.
- b. Score and rank users based on activity and interests (a quick win!).
- c. Merge the online data with available offline sources.



**3. Apply Advanced Analytics:**

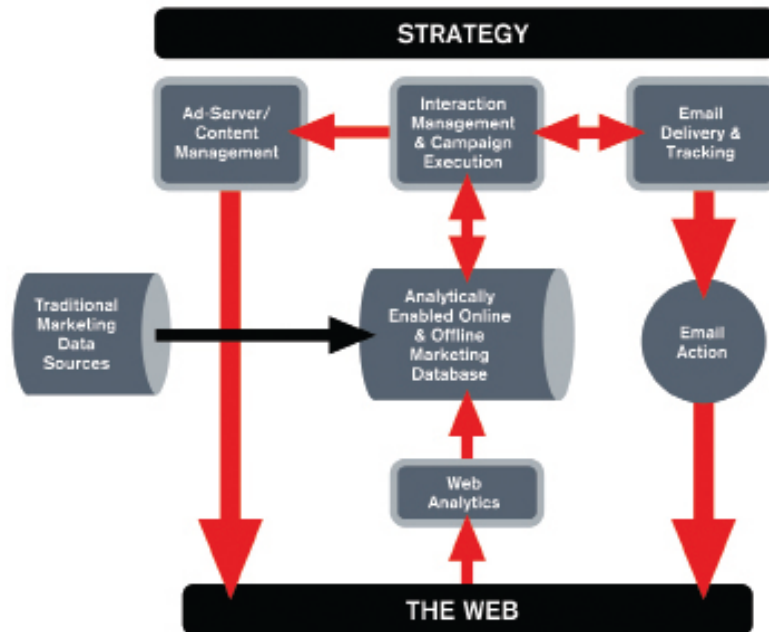
- a. Use the online data to enhance current insights and drive additional insights that were not possible in the past.
- b. Integrate the advanced analytics with interaction mechanisms such as the ad servers or email engine.
- c. Use analytics to increase customer relevance and ultimately profitability

**4. Implement Strategy, Interaction Systems and Closed-loop Reporting:**

- a. Enhance the current interaction systems with this additional insight and develop the strategic processes and measurement plans to track progress.
- b. Close the loop by ensuring that all resulting behavior (online & offline), from marketing interactions, is captured in the system for further analysis, testing and refinement.

Ultimately, a seamless multi-channel, analytic driven solution will maximize customer penetration and customer profitability.

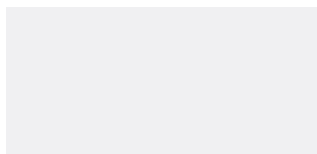
The diagram below shows how this process should be developed to maximize efficiency and customer profitability.



**About Quaero**

Quaero, a CSG solution, uses customer intelligence to help clients shift from traditional campaign-driven marketing to real-time, multichannel customer interaction. Quaero experts blend strategy and analytics with performance management and technology to establish dialogues that improve the customer experience while increasing overall customer value.

Headquartered in Charlotte, NC, the Quaero solutions group provides marketing services to category-leading clients within the Financial Services, Pharmaceutical/Healthcare, Travel and Leisure, Media, Consumer and High Tech industries. For more information, call 1-877-570-2199 or visit [www.quaero.csgsystems.com](http://www.quaero.csgsystems.com).



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