

Predictive Customer Analytics

Know Your Customers with Predictive Customer Analytics



QueBIT's Predictive Customer Analytics Solution provides the ability to acquire, retain and grow your customer base. Marketing departments usually recognize the value that Predictive Customer Analytics can bring, but the investment in skills and technology often make it difficult, if not impossible, to realize this value.

At QueBIT, we make it easy to maximize your customer relationships with **Predictive Analytics**.

Our team of data scientists, advanced analytics specialists and subject matter experts, become an extension of your marketing team, working collaboratively with you to deliver and deploy actionable predictive insights. Whether you want to deliver real-time recommendations over the web or through a call center, or simply want to understand your customer segments, the QueBIT team can deliver.

QA/RA

Most customers in the early phases of implementing Predictive Customer Analytics start with our Quality Assessment and Readiness Assessment solution. This approach assesses hygiene and completeness of your initial data, followed by recommendations on how the data (including unstructured text and social media data) should be structured for various analytical and reporting tasks. Our team also can make recommendations on how to best align technology and staff to maximize productivity and analytics results.

ValueQ

Understanding a customer's Lifetime Value or Wallet Share can help you understand how much money they will spend with you. With ValueQ, our data scientists estimate the potential value of your customers now, and in the future. This estimation can be used to determine which customers may be worth investing in, comparing opportunity acquisition and ongoing service costs with the long-term yield in those potential investments.



The QueBIT Team specializes in rapid time to value for Predictive Customer Analytics. Leveraging your organization's data, our specialty IP, and delivering either on premise or Cloud, our Solutions include:

QA/RA

- Data Quality Assessment
- Readiness Assessment

Customer IQ

- Segmentation Modeling
- Customer Engagement

Customer SeeQ

- Campaign Response
- Post Campaign Analysis
- Concept Testing
- Clone/Lookalike Modeling

Customer SellQ

- Cross-sell/Upsell/Next Best Offer
- Uplift/Incremental Response modeling

ValueQ

- Lifetime Value Modeling

RetainQ

- Customer Retention Modeling

Custom Analysis for new programs, product launches, shrinkage or fraud

The QueBIT team of data scientists and advanced analytics professionals can help your organization with any Predictive Analytics effort.

Customer SeeQ

If you are contacting and attempting to convert customers or prospects, you recognize the need to target opportunities accurately to keep costs low and minimize prospect fatigue. Customer SeeQ helps you develop new opportunities. First, our team of experienced professionals will assess your messaging to determine the best way to deliver that message to each individual customer. Our studies show that copy placement, channel, tone, font, color, punctuation, and style may be perceived differently by different customers—A/B testing is not enough. Using our specialized advanced analytics skills, we can determine the best specific combination to optimize results from your customers and prospects.

Our experienced data scientists can develop predictions to identify targets that are the most likely to respond to your campaigns. Our response rates are 3-5 times the response rates of non-targeted direct mail or email.



Once you have completed a marketing campaign, it is vital to understand which customers converted and what factors influenced their decision. Our team can provide insights on which messages are resonating (or not resonating) with your customer segments through post-campaign analysis. If you have a customer list and wish to obtain new customers that “look like” your existing customers, our analytics professionals can develop Clone or “Look-alike” models that specify the characteristics of good prospects. We can also work with third-party data providers to generate a prospect list that is similar to your current customer base.

Do you know who your best customers are?

Or who is at risk of leaving?

Can you put the right offer in front of your prospect in order to get them to convert?

Do you know how to most effectively communicate to your target customer?



Customer SellQ

How do you get your existing customers to buy more?

Customer SellQ can suggest what you should offer to your customer NEXT. Our data scientists can provide these recommendations through reports, via the web during a transaction, or in-store at the point of sale. Uplift Modeling is tough. You need to get your customers to spend more when some customers will spend anyway. Our advanced analytics professionals can pinpoint which customers are likely to spend anyway, so your marketing dollars can be focused on the interactions that provide the highest return.



RetainQ

You invest in every customer that you acquire, and that investment is lost when customers decide to leave, and you have to backfill the decline in revenue. With RetainQ, our advanced analytics professionals identify what may be causing your customers to leave and make recommendations to retain them. Our solution can assess customer churn probability every time a customer logs into your site, every time they visit your store, or on a scheduled basis, such as daily or monthly. By identifying at-risk customers, your business has the opportunity to save them, fix the cause, or recruit replacement customers.

Customer IQ

In order to better serve and interact with your customers, you need to understand who they are, what they are buying, when they are buying, how much they're spending and how engaged they are.

With Customer IQ, our team of data scientists and advanced analytics professionals will screen your data to uncover segments of your customer base that have unique buying patterns. Insights of your customer segments can be delivered through reports, or production jobs that assign your customers to their segment on a scheduled basis.

Additionally, you will receive our proprietary engagement metric for each customer. This composite metric takes into consideration involvement, interactions, intimacy and influence to provide you with a better understanding of your customer's potential value to your business.

Why QueBIT?

Achieve the highest ROI possible with Predictive Customer Analytics. QueBIT is dedicated to helping organizations improve their ability to make intelligent decisions that create value. QueBIT has conducted hundreds of successful implementations of business analytics solutions. Through our Cloud Solution offerings, our customers get the benefit of predictive analytics in a secure environment without the IT overhead and investments traditionally associated with these solutions.

Finance, sales, marketing and operations departments in over 350 organizations, across all types of industries, say QueBIT's singular approach to business analytics produces tangible results—which is why we are repeat recipients of IBM's Business Analytics Partner Excellence Awards.

About QueBIT

Trusted experts in business analytics strategy and implementation, QueBIT is dedicated to helping organizations improve their ability to make intelligent decisions that create value. An IBM Premier Partner, QueBIT has conducted hundreds of successful implementations of IBM® Cognos® TM1®, IBM Cognos BI and IBM SPSS—we are one of few partners that offer such a broad range of analytics solutions. Financial, sales, marketing and operations departments in over 350 organizations in all types of industries say QueBIT's singular approach to business analytics produces tangible results—which is why we are repeat recipients of IBM's Business Analytics Partner Excellence Awards.



QueBIT® *Trusted Experts in Business Analytics*

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