

Customer analytics for a Fortune 50 technology MNC

1. Situation & Challenges

The client had an established Most Valuable Customer (MVC) programme. However, the programme had a complex structure and growth in this segment was marginal.

2. Our Approach

We focused on the MVC segment in Korea & Taiwan for a particular business unit. First, data collation was done to identify gaps. Once data availability and integrity was established, we developed an analytical framework. A tiered and multidimensional data analysis was done to identify and gain valuable insights of the MVC segment.

3. Results

The tactical and strategic initiatives recommended led to a better ROI on customers especially in the retention and satisfaction of the most valuable customers. The client incorporated a more customer-centric approach to its business which led to growth in the installed base.