



CUSTOMER ANALYTICS CAPTURING NEW OPPORTUNITIES

Winning the hearts and minds of customers has never been more challenging. In an increasingly complex era of expansive influencer networks and exploding channels, it takes better and deeper intelligence, applied smartly and creatively, to succeed.

Done right, analytics can guide your investments in customer acquisition and retention by furthering your understanding of customers' true value. Analytics can help make sense of all that customer data flowing from social media, websites, and other sources, better informing your marketing strategy. And analytics can add power (and improved returns) to CRM, leading to optimal customer experience and pricing.

It's Customer Analytics for a new era. As only Prophet is uniquely qualified to deliver.

Prophet's Customer Analytics capabilities are rooted in our deep expertise in devising brand and marketing strategies that help transform businesses and fuel growth. Our approach helps bridge the gap between marketing and traditional CRM analytics. And we are known for our collaborative approach. For the way we escort our clients from the beginning to the end of the path we've charted together. And for our total investment in their success.

The Prophet Difference

At Prophet, we apply a focused, hypotheses-led approach based on our deep experience with customers across a broad set of industries to unleash the data and quantify the most promising customer opportunities. We then activate the insights through a creative and integrated approach using all the disciplines of marketing. We pride ourselves on our ability to derive new insights that drive tangible impact by looking at customer data through a broad strategic, business, and brand lens. Consider the advantages of our perspective:

OUR EXPERTISE IS INNOVATIVE THINKING RATHER THAN A STRICTLY "BY THE NUMBERS" APPROACH.

WE SEEK TO CREATE AUTHENTIC AND TRANSPARENT INTERACTIONS WITH CUSTOMERS, AS ATTEMPTING TO "MANAGE" THEM IS AN OUTMODED CONCEPT.

WE TAKE A STRATEGIC BRAND- AND BUSINESS-ORIENTED VIEW INSTEAD OF A NARROW TACTICAL MARKETING ORIENTATION.

OUR PERSPECTIVE ENCOMPASSES THE FULL POTENTIAL VALUE OF YOUR CUSTOMERS, INCLUDING THEIR BEHAVIOR IN OTHER AREAS OF THEIR LIVES, VERSUS THE CLTV MODEL THAT IS BASED ONLY ON CUSTOMERS' BEHAVIOR WITH YOUR BUSINESS.

WE ARE FOCUSED ON THE BROADER CUSTOMER EXPERIENCE AND ENVIRONMENT, NOT MERELY TRANSACTIONS AND COMMUNICATIONS.

WE DEVELOP A COMPREHENSIVE SEGMENTATION SCHEME THAT PROVIDES MANY VIEWS OF THE CUSTOMER RATHER THAN A SINGLE VIEW.

Out of the vacuum

At Prophet, we don't stop at identifying and prioritizing opportunities. We also activate the insights through our innovation, marketing, and design capabilities.

Once opportunities are identified, we partner with you to develop integrated marketing programs that are targeted and tailored. We begin with creative thinking techniques to identify the most promising customer segments and the best ways to capture the related opportunities. Next, we work closely with the broader marketing team to activate the insights through marketing initiatives and tactics, targeted to priority segments.

When it comes time to present the findings and their implications, we use advanced visualization techniques to bring the results to life for your team, making the recommendations clear, powerful, and, most importantly, actionable. And we're both able and ready to help you put them into play.

Learn more

Are you ready to unleash the creative force of Analytics for your business? Learn more about our offerings below or set up a discussion by contacting practice leader and Senior Partner James Walker at jmwalker@prophet.com.

CUSTOMER DIAGNOSTICS

CUSTOMER EXPERIENCE ANALYTICS

CUSTOMER OPPORTUNITY IDENTIFICATION AND PRIORITIZATION

Segmentation schemes

Customer lifetime potential value

Scenario modeling

Acquisition, retention, and cross-selling simulators

ACTIVATION

Innovative and integrated marketing program development including trigger marketing programs

Learning plan development

Customer dashboard development

CASE STUDY



The photo management company Snapfish by HP is just one example where we unleashed customer data to drive immediate business impact. Through an integrated approach that included analytics, marketing, innovation, and design we unlocked and activated critical new insights that transformed how Snapfish goes to market.

We began with a comprehensive customer diagnostic that identified the primary engagement patterns, churn rates of key customers, and early behavioral signals of high value. Next we integrated the findings into the quarterly planning process to develop key initiatives to activate the insights. Finally, we leveraged our innovation and design capabilities to bring the ideas to life and into the market to drive an incremental 10% business growth.