



# DATA-DRIVEN CUSTOMER VALUE MANAGEMENT

## CHANGING MARKET DYNAMICS

As many wireless and broadband markets reach saturation, balancing spend on acquisition vs. retention is increasingly important. Re-thinking customer segmentation involves a 360 degree view of the customer, along with demographic, psychographic and other factors.

Customer value management (CVM) covers a wide range of activities across marketing, segmentation, acquisition and retention strategies, pricing/discount plans, loyalty programs and the like.



## OPERATOR PAIN POINTS

At many operators, the various CVM functions and programs are managed in silos, and in some instances, actually compete with one another. While each program, or sets of programs, are measured on their own merits, the results are different than when measured and balanced across a portfolio of integrated programs.

Big Data technologies enable real time customer views that can be used to optimize marketing spend and programs. Data-driven customer value management provides a robust fact base and analytical engine to help service providers respond to changing customer and competitive behavior, addressing issues and questions such as:

- Who are my most valuable customers and what, if anything, should be done to attract and retain these segments?
- How do I identify customers at risk, and what are the most effective programs to save them?

- What customers are most receptive to upsell/cross-sell campaigns? How can I increase the effectiveness of my outbound campaigns?
- How is customer value impacted by channel? How should my offers and programs vary given channel differences?
- How can I use predictive analytics to proactively improve customer care?

## OUR SOLUTION

Cartesian’s Strategic Analytics Solution offers service providers a comprehensive platform for data driven customer value management. Our CVM solutions build upon a single subscriber or account-level data analytic record that leverages existing or new segmentation schemes, deliver a dynamic customer lifetime value calculator, churn propensity models, as well as acquisition, retention, loyalty and upsell program optimizers. Using all solutions, an end-to-end portfolio view of customer marketing is realized.

## CARTESIAN DIFFERENTIATION

Our strategic analytics teams operate as extensions of your marketing teams to ensure standard reporting and ad hoc analytics meet near term and long-term business objectives. Whether supporting new marketing campaigns or assessing churn drivers in select markets or channels, data driven CVM analytics drives operational improvements and evolving go-to-market strategies. Like all of our strategic analytics solutions, by delivering both the team and the technology, we help operators to accelerate growth and reduce operating costs through ROI-positive analytics that pays for itself.

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