

Customer Analytics



In the age of the customer, consumers are empowered like never before, transforming how they discover, explore, buy and engage with brands and products. Companies in the industries such as retail, telecommunications, banking and insurance have massive interaction with customers day to day. For enterprises that fail to keep up with the pace of their customer behavior will struggle to survive.

By unlocking the values of customer from analyzing their profile, buying behavior, consumer comment and preference – with capability of technologies, enterprises are able to define the customer strategies handily, deliver personalized and instant message to engage the customers as well as bring them interaction experiences.

Leverage customer insights

To seize business opportunities and achieve business growth, enterprises demand the right predictive and prescriptive customer analytics for developing effective marketing campaigns and strategies. The insights from customer analytics can also equip the sales teams with greater confidence when negotiating with their customers and matching their needs with the right products and services in due course.

The customer analytics solutions provided by PCCW Solutions enable enterprises to analyze customer through predictive modeling and product trend forecasting:

| KPI DASHBOARD | MARKETING PREDICTIVE MODELING | CAMPAIGN MANAGEMENT | RECOMMENDATION SYSTEM |
|--|--|---|---|
| <ul style="list-style-type: none"> • Financial performance dashboard • Sales analysis • Promotion efficiency analysis • Cost optimization by inventory analysis (for retail only) • Customer sentiment analysis | <ul style="list-style-type: none"> • Acquisition model • Customer segmentation model Propensity model • Churn model | <ul style="list-style-type: none"> • Campaign targeting • Campaign evaluation • Contact management | <ul style="list-style-type: none"> • Personalized customer promotion and experiences |

All devices, analytics solutions and visualization tools are connected to PCCW Solutions' world-class cloud platform – Inifinitum™, ensuring the data security and reliable infrastructure. PCCW Solutions' industry experts offer consultancy service and customized solutions which best suit the needs of specific retailer.

Features and benefits



Develop targeted campaigns and offerings across multiple sales channels



Boost effectiveness of campaigns and financial return



Increase customer satisfaction by understanding customer sentiment



Enhance customer engagement by right channels and personalized content



Consultancy service and full integration with other analytics solutions

About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong and mainland China. We adopt the latest technologies to help clients create business value and succeed in an ever-changing economic environment. We offer a wide range of services including software solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data centers, hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals.