

# Engage with empowered customers

## HPE Customer Analytic Services

Unlock data's value to acquire new customers, increase wallet share, and deepen customer relationships

### Insights

- Digitally empowered customers expect to have sustainable interactions that are connected, continuous, convenient, contiguous, consistent, collaborative, and customized.<sup>1</sup>
- Effective use of customer insights can result in a 7.4 percent improvement in customer wallet share.<sup>2</sup>
- 39 percent of shoppers who received a personalized coupon, promotion, or recommendation spend more than those who did not.<sup>3</sup>
- 30 percent of retailers believe that store-based machine, sensor, and web log data will help with the acquisition of new customers.<sup>4</sup>

### Get to know today's customers

Customers today are more informed, empowered, demand speed and consistency, and need to feel valued. Social media, digital channels, and the Internet of Things (IoT) have significantly extended their touchpoints beyond traditional retail and contact centers.

These technological advances and digital transformation are raising customer purchasing and servicing expectations, and easy access to alternative providers is lowering the cost of switching. This places a heightened pressure on retailers to increase customer intimacy and be more responsive to their needs. Unfortunately, companies often lack the insight they need and are limited by skilled resources to help them use information and analytics as a competitive advantage.

### Understand your customer, personalize and transform their experience

In today's competitive marketplace, leaders must constantly come up with new ways to maintain their edge. Understanding customer behavior and predicting their context leads to more effective customer retention and marketing strategies, and a higher conversion rate.

**Integrated customer view**—Most companies have integrated their traditional data, such as profile and transactional data. There still

are challenges with integrating touchpoint data from social media, digital channels, and locational data with the traditional data.

Doing so enables you to create a single source of truth and turn data into holistic customer insights, increasing your responsiveness to customer needs.

**Scalable customer insights**—Companies are constantly looking for ways to deepen customer intimacy so they can personalize marketing and customer retention offers with higher acceptance rates. This, in turn, can lead to revenue growth and increased customer value. A centralized analytic model management approach shortens time to intelligence, increasing your responsiveness to customer expectations.

**Engaging customer interactions**—Creating personalized interactions and providing unique services matters when it comes to engaging today's empowered customers and transforming their experience. This requires decision automation and timely distribution of customer insights to all touchpoints to achieve these advantages: foster loyalty and influence buying behaviors; fulfill services and purchases; and integrate customer actions into a single customer view.

Look to Hewlett Packard Enterprise (HPE) Customer Analytic Services. With it, you can integrate and establish a real-time view of your customer, centralize analytic models, and gain predictive insights for consistent interactions across all touch points.

<sup>1</sup> Gartner. Top Retail Business and Technology Trends, 23 March 2015.

<sup>2</sup> EKN. Deciphering the Customer's Buying Journey, June 2016.

<sup>3</sup> Deloitte. Navigating the New Digital Divide: Capitalizing on digital influence in retail, 2015.

<sup>4</sup> EKN. Deciphering the Customer's Buying Journey, June 2016.

## Offering overview

### Gain these business results

With HPE Customer Analytics Services, you can realize your customer strategies and achieve measurable business benefits:

- **Grow market share**—One online retailer client chose HPE to manage its complete buying profile and social media presence. Specific purchase recommendations increased conversion rates by 5 percent to 10 percent, resulting in several million dollars in additional annual revenue.
- **Increase wallet share**—A large network provider worked with HPE to identify customer behaviors to drive value in the form of average revenue per user. This insight helped them focus interactions for higher revenue uplifts and a better revenue-to-cost ratio.
- **Deepen customer relationships**—This global retailer worked with Hewlett Packard Enterprise to engage with its customers and grow loyalty by tracking real-time preferences, behavior, use, location, and demographics. This enabled the retailer to recommend customized promotions to increase customer loyalty and reduce churn.

### Get help with HPE Customer Analytics

**Integrated customer view**—We combine social, mobile, behavioral, locational, and digital data sources with your enterprise data to deliver holistic insights across multiple channels and touch points.

**Scalable customer insights**—We offer a centralized approach to managing analytic models, providing a deeper, more accurate understanding of customer value and behavior, higher efficiency in analytic model management and support, and a more scalable deployment of customer insights.



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**Consistent customer interactions**—We integrate decision automation and propagate new customer insights across all customer touchpoints and business applications for a consistent and superior customer experience.

**Speed to intelligence increased**—We use preconfigured solutions to quickly deliver business outcomes by running pilots on your data—delivering business results in weeks, not months.

**Flexible delivery options and proven experience**—We offer tiered service solutions—from proof of value to full-scale analytics operationalization—and the flexibility to deploy on premises, as a service, or hybrid models to meet business and IT requirements. We have delivered analytics products across every major industry using all forms of technology and partners. And we have a long history of product innovation, demonstrated thought leadership, and customer analytics R&D.

### See what you can achieve

For lasting success, organizations need to build resilient and long-lasting customer relationships. By looking at early warning signs, your organization can get ahead of the curve by identifying customers that require extra attention, providing personalization to be responsive to their needs and foster loyalty.

#### Acquire new profitable customers

- Identify lucrative segments for target marketing
- Efficiently convert leads into new customers
- Expand into new markets

#### Increase existing customers' value

- Combine social, mobile, locational, and digital data into a single customer view for deeper customer insights
- Use personalized marketing offers and increase speed to market

### Foster customer loyalty and retention

- Better understand customer behavior
- Be more responsive to customers
- Maintain an engaging relationship and grow customer intimacy

### Enhance the customer experience

- Centralize analytic models and widely distribute customer insights across customer touchpoints to create a consistent experience
- Create a delightful experience and foster the right brand advocate

### Gain from our customer analytic expertise

- 3500+ consultants worldwide with deep industry and domain expertise in analytics, business intelligence, and data management
- More than 100 dedicated HPE Analytics Data Lab data scientists with advanced PhDs and masters degrees in statistics and mathematics
- More than 200 business-driven use cases relevant to industries and functions
- 18+ years of analytics experience with Fortune 500 clients worldwide

### Take the next step

Get started today. HPE Customer Analytic Services applies Hewlett Packard Enterprise talent and analytics tools through projects that help your organization extract insight from its data. With this insight, you can acquire new customers, increase wallet share and profitability, and create more resilient and longer-lasting customer relationships.

Learn more at  
[hpe.com/services/analytics](https://hpe.com/services/analytics)