

CUSTOMER ANALYTICS SPECTRUM

Consumer data will be the biggest differentiator in the next two to three years. Whoever unlocks the reams of data and uses it strategically will win. - Angela Ahrendts, former SVP of retail at Apple



Why should businesses focus on being customer-centric?

Customer-centric businesses are 60% more profitable than organizations that aren't

\$1.6 trillion revenue is lost due to poor

customer service every year

Customers are willing to spend an additional 17% for a good experience.

Source - Hubspot | Customer Experience Trends

Helping Clients to generate value through Customer Analytics Solutions

Leading Global Food & Beverages Corporation

2-5% increase in market share by providing personalized recommendations across a range of beverage and snack brands by segmenting the customers as 'micro spaces' and 'demand spaces'

Leading Global Technology Infrastructure Provider

90% accuracy in predicting potential churn customers, which helped to retain customers with high CLV by using Deep learning and machine learning techniques

Leading Online Payments Company

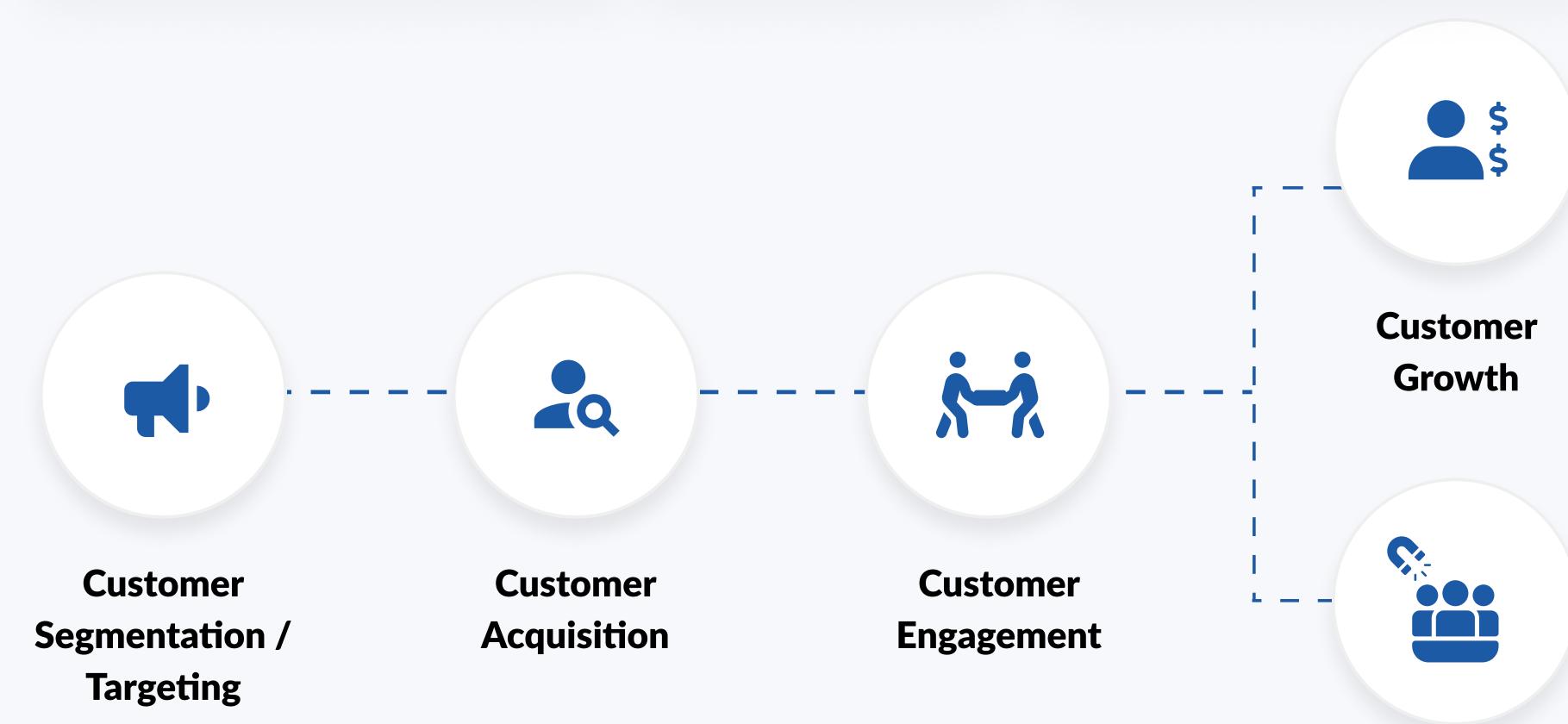
Additional revenue of \$7.5 million was generated by developing a customized automation platform that dynamically selects the best offers based on each customer's life stage

LatentView Analytics works as a growth partner to help improve customer experience across the customer value chain with data-driven actionable insights

Industries
5+ Industries

Projects in Motion
50+

Fortune 500



Customer Retention