

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+

Clients

Fortune 500

