

Acrotrend

Customer insights & analytics

Data by itself is inert.
Asking the right questions is
the key to waking that data up
and creating business value.

Book a Free
Consultation



To discuss your specific
needs and get more details
on any of our service

Acrotrend

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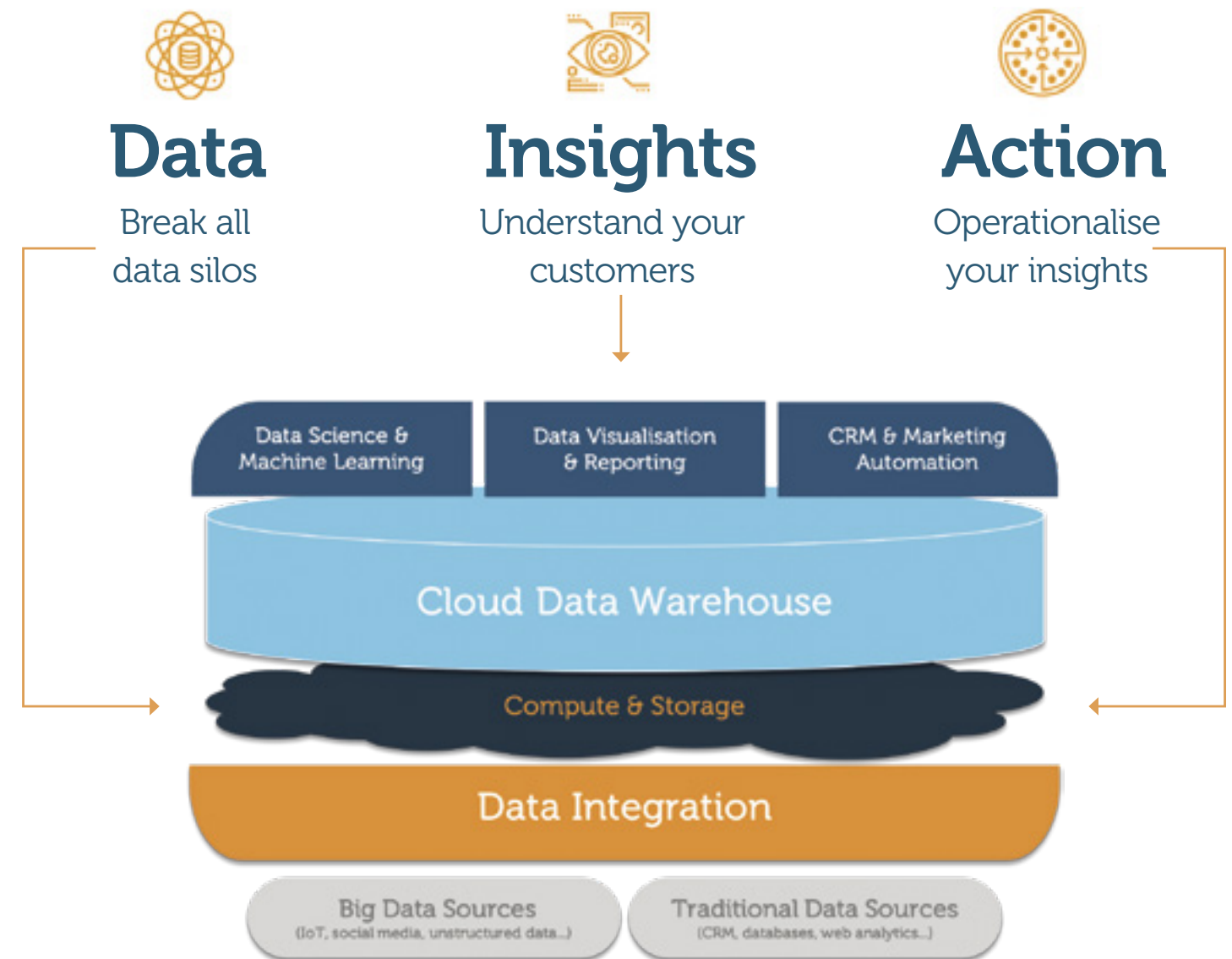
Acrotrend is a customer analytics consulting firm that specialises in supporting businesses to maximise the potential of the digital world. We take you from data to insight to action.



We combine curiosity, questions and our love of data with:

- Best of breed customer analytics technology
- Machine learning and data science
- Packaged solution accelerators

So you can get from data to insight to action and become a data driven organisation



Our customer analytics reference architecture uses the limitless potential of the cloud to enable you to unify, manage and analyse your customer data.

Our Services

Data



CLOUD DATA WAREHOUSE

Data warehouses are the foundation of the modern data driven business. From one-off consulting engagements to full end-2-end out sourced delivery, Acrotrend provide a range of services to help you migrate to modern cloud architectures and to support your business transformation using data.



DATA INTEGRATION

Connect, Clean and Deduplicate Your Data. Get best practice guidance to improve and enhance your customer analytics infrastructure. Connect data from every touchpoint in the customer journey to get a single view of the customer. Feeds insights into your CRM, marketing and service systems to deliver an enhanced customer experience.



DATA LAKE

Pool a variety of data types travelling at different velocities into a diverse AWS based data lake. Share data across and beyond your organisational boundaries for analysis on demand.



DATA QUALITY

Profile your data to provide a state-of-the-data dashboard. Cleanse and enrich key elements of your customer data. Implement controls and automate your data quality.



MASTER DATA MANAGEMENT

Consolidate and cleanse your customer data to create a single view for analytics and reporting. Synchronise customer data with source systems that embed stewardship and data. Create a customer hub that maintains a true single view of your customer.



Our Services

Insights



CUSTOMER KPI DASHBOARDING

Align your KPI dashboards effectively to your business objectives. Define and design the most effective customer KPI that every data-driven organisation must measure and control and present them in the most engaging ways to business users to grow and sustain in the digital world.



DATASCIENCE-LED INSIGHTS

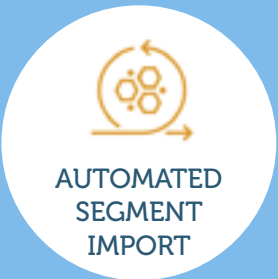
Apply advanced analytics and Machine Learning methods to customer data. Get more proactive by generating deeper analytical insights and predictions along the customer journey of acquisition, growth, churn and retention, and enable the right customer treatment at the right time.

Action



EMBEDDED INSIGHTS

Enable customer insights to be integrated and embedded in any business systems.



AUTOMATED SEGMENT IMPORT

Import data-science generated customer segments directly into your CRM and Marketing Campaigns.



SHARE INSIGHTS

To collaborate on customer data and insights.



INSIGHT-BASED TRIGGERS

Automatically trigger business processes on KPI breaches and special events.

Our services are powered by our ready-to-use technology accelerators and partnerships for faster time to value



Our jump-start packages



Migration of Legacy DW into Snowflake in 2 weeks

If you are fed up with the spiralling costs of data storage only to receive low performance from your legacy warehouse, this package allows you to upgrade to a fully managed cloud data warehouse on Snowflake, launching in a matter of days.



Create a modern Cloud data warehouse in 4 weeks

If you have data silos with varied data compartmentalised across your organisation with little understanding of the big picture, our service can help fast track you on the path to analytical insight by defining your use case and securely architecting a cloud data warehouse on Snowflake - fast.



Customer KPI Dashboards in 3 weeks

If you're concerned about your legacy enterprise customer insights platform due to high costs and frustrated business users, our package can help you with a pilot to migrate your legacy reports & dashboards on to Looker, the new age cloud BI platform



Customer Analytics Use Case in 3 weeks

Do you want to test a customer analytics use case before committing to a fully-fledged advanced analytics programme? Our customer analytics pilot helps you implement the use case of your choice to create a business case for long term investment



Our solutions combine the power of industry leading technology, machine learning and data science **to generate better short-term business outcomes and deliver long-term business transformation.**

// We will work with you to **activate the value that lies dormant in your data.**

Business outcomes we deliver



OUR CLIENTS



Our Client Engagement Team



Sandeep Mendiratta
MD and Co-Founder

Sandeep believes organisations need to be culturally more curious about their data and build communities around data to have continuous success. He has been engaged with some of the most ambitious leaders across a host of sectors and brings a wealth of experience and knowledge within data management and customer analytics.

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Shailesh Mallya
Tech Leader and Co-Founder

Shailesh is passionate about building ‘best in class’ technologies for customer insight & analytics and helping our clients implement them. This has led him to work with the top technology consulting organisations and co-founding companies.

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Tom Coppock
Head of Consulting

Tom is passionate about helping companies apply technology to transform their business and delight their customers. A digital industry veteran, prior to Acrotrend Tom has held senior leadership roles at Sprinklr, Marketo and Adobe, where he has been engaged on global projects at the cutting edge of marketing automation, cross channel analytics and customer experience management.

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Meenal Ashtikar
Head of Customer Insights

With over 17 years of consulting experience, I have delivered excellent results across multiple industries; helping Sales, Marketing and Customer Service functions apply Customer Insights and Analytics(CIA), BI, Data Discovery technologies and concepts to realise real business value from their customer acquisition, retention and profitability programmes.

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Gaurav Bhagi
Head, Client Engagement & Advisory

With over 14 years' experience in Client Engagement and Technology Consulting across UK/Europe, North America, and Asia-Pacific, Gaurav has partnered with senior executives at leading brands like Coca-Cola on their strategic Data and Analytics initiatives. He has a unique blend of Business and Technology skills, and the passion to integrate the two, to achieve your Customer centricity objectives.

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Adeal Ahmed
Account Director

Adeal brings 15 years of business development and strategy experience to Acrotrend, gained with large companies such as IBM as well as some of the fastest growing start-ups in the world. Alongside helping organisations unlock the value of data you will find him on the stand-up comedy circuit in London, writing poetry or serving as a Trustee to a national education charity.

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In the digital world, a great customer experience relies on your organisation's capability to **activate the business value in your customer data.**

At Acrotrend, we continue to deliver Customer Analytics solutions with our approach of providing a formidable combination of

- **Robust Customer Analytics** Reference Architecture to delivery core capabilities
- **Technology Partnerships** and Expertise, including vendor certified data and analytics specialists
- **Reusable Accelerators** to deliver fast and consistent results
- **Machine Learning** and Data Science Frameworks
- **Purple Teams** to get the right mix of business and technology subject matter experts
- **Culture of Curiosity** around customer data to uncover hidden insights



2007

Founded

3

Countries

85

Data Specialists

50+

Customer data warehouses built

250+

Customer analytics projects delivered