



crimson[®]
DataInsights

CUSTOMER AND CAMPAIGN OPTIMISATION

Gain the actionable intelligence you need to maximise share of customer spend

The theory is simple: to skyrocket profits, reduce your customer acquisition cost and increase the lifetime customer value. But in a complex business environment, pinpointing and pulling the right levers to make this happen can prove to be anything but straightforward.

Does your organisation suffer from these symptoms?

Without scrutiny, disjointed analysis of customers and campaign profitability has repercussions that can include:

- A lack of understanding of the importance of individual customers or segments.
- No insight into the influence customers have on others.
- A leaky bucket syndrome, where new wins are offset by poor retention.
- Spending too much or too little acquiring new customers.
- Cash wasted retaining the wrong customers.
- Missed opportunities to increase the share of the customer wallet.
- A focus on the wrong metrics that fail to drive transformational behaviour.

HOW CRIMSON HELPS YOUR ORGANISATION CAN TRANSFORM CUSTOMER AND CAMPAIGN PROFITABILITY



Introducing Crimson's *Data Insights* practice, a team of data and management experts with over 800 man years of expertise in line-of-business processes and IT applications that gives you a genuine insight into measuring business value. Crimson uses a proven bottom-up methodology to gather the facts together in a timely, disciplined and manageable way, that drives effective decision making across your organisation.

Using Microsoft's world-leading cloud platform, that features reporting and integration technologies, *Data Insights* creates a common information model that can strengthen your corporate performance management and give you the actionable insight needed for sustainable profits.

THERE ARE **FOUR STEPS TO CREATING AN EFFECTIVE INFORMATION MODEL**, AND IT WORKS BEST WITH ORGANISATIONS ALREADY HANDLING LARGER DATA VOLUMES:

STEP 1



Build the platform

First, Crimson architects a robust data platform. Choosing Microsoft's Cloud now makes the solution more scalable, powerful and affordable than ever.

STEP 2



Create one version of the truth

Using Microsoft's world-class suite of tools, data from a range of disparate sources can be assimilated and cleansed into a single version of the truth.

Additionally, we help to clarify how data is interpreted across the organisation.

STEP 3



Create meaning and insight from the data that everyone can own

Crimson not only builds corporate-level reporting dashboards but enriches the insight at a team and department level, to help drive day-to-day decisions. Going beyond popular metrics of Average Order Value, Average Acquisition Cost, Net Promotor Score, Funnel Analysis, and Cost Per Lead, Crimson can provide deep insight into the links between customer behaviour and operational performance.

STEP 4



Embed transformative behaviour

Crimson's training and adoption services help your team achieve the change you want, with clear lines of governance and ownership, so that continual improvement can flourish.

OUTCOMES CRIMSON'S *DATA INSIGHTS* DELIVERS

- A common language across the organisation where **individuals, teams and departments** are more accountable and more **empowered to make more effective decisions**.
- A more **robust marketing engine**, with the confidence to spend more to attract and retain the right customer.
- **Increased** profit margins.
- A **modern data platform** that can scale and flex to meet a range of information sources.
- A rich foundation that can be used to build a **360-degree view of your entire business**, across disparate data sources and multiple best-of-breed IT systems.
- The insight needed to drive **genuine transformation in your organisation**.
- The **training and education your staff** need to make informed decisions.
- Syndication and federated services, including feeds to **personalise your e-commerce platform**, data for call centre teams to understand the importance of individual customers, and links between campaign demand generation, replenishment algorithms and labour planning processes.
- **Combine Data Insights with Crimson's CRM Practice** and you gain access to proven processes and applications that help you better attract and keep the most profitable customers.

TAKE THE ZERO-RISK APPROACH TO GETTING STARTED WITH CUSTOMER AND CAMPAIGN OPTIMISATION

Crimson invites your team to an introductory Customer and Campaign Workshop to explore the pinch points in your current processes and to explore how Microsoft Cloud technology can enrich and integrate your data silos.

Without further obligation, you will receive an illustrated report outlining your current gaps, with recommendations, actions and suggested priorities to help you move forward successfully.

To get started call **Crimson today on 01675 466 477**

DATA INSIGHTS GIVES YOU A 360-DEGREE VIEW OF YOUR BUSINESS.

You can read more about how else we can optimise your business performance:

**Profitability Optimisation | Supplier Performance Optimisation | Customer and Campaign Optimisation
Contact Centre Optimisation | Supply Chain Optimisation | Data Quality Management**



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Crimson helps organisations better exploit Microsoft cloud technologies. We take an iterative and agile approach that gives you the confidence to move forward.

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