



Customer Intelligence: Actionable Insights for Acquiring, Retaining and Growing Profitable Customers

Are you able to determine if your most valuable customers are about to end their relationship with your company MONTHS before they actually defect to a competitor?

Can you integrate touch-point information with back-office, transactional data to provide a comprehensive, enterprise-wide customer view for your sales and service staff?

Are you faced with volumes of data but have limited insight into customer preferences?

Do reporting and data gathering take precedent over high-value analysis?

Is customer segmentation and valuation difficult for your organization?

Are you able to accurately match your services/products to interested customers?

Do your processes enable differentiated service levels for your most valuable customers?

Many organizations have been unsuccessful in addressing these challenges. Meanwhile, customer demands are growing as a result of an abundance of choices and a dramatic increase in access to information. Your ability to grow profitable revenue begins with an in-depth understanding of customer needs, as well as insight into the business value each individual customer represents across your organization. A data-rich, analytics-enabled approach providing a comprehensive view of your customers is needed to achieve lasting success. This approach is the basis for applying Customer Intelligence to your business.

How will your Strategies, Processes and Technologies Evolve to Address these Challenges and Ensure Profitable Customer Relationships?

By gaining a thorough understanding of your customers and applying this knowledge to your customer acquisition, retention and growth programs, you can truly distinguish your company's offerings from those of your competitors. Through the strategic use of Customer Intelligence, you can focus your people, process and technology resources on your most valuable customers and improve the return on your customer investments.

You can realize the benefits of Customer Intelligence by:

- Integrating and rationalizing your customer data from multiple, disparate sources to create a single, 360-degree view of your customer
- Performing descriptive and predictive analytics to generate actionable customer insights that uncover customer acquisition, retention and growth opportunities
- Integrating customer insights into your customer management processes to drive the right treatment to the right customer at the right time

Every company has knowledge of its customer base, but very few have consolidated silos of information to achieve a comprehensive view of customer activity. Optimization of this information — channeling, defining, analyzing and operationalizing it — is the key to true customer value.

Driving Business Results through the Strategic Use of Customer Intelligence

Whether you are wrestling with declining retention rates, lost revenue opportunities or lackluster tactics for acquiring new and more profitable customers, CSC can help you optimize your customer strategy through the effective application of Customer Intelligence.

Here are just a few examples of how CSC clients have experienced quantifiable business results through the application of our Customer Intelligence approach:

Case Study: A Leading Provider of Hardware, Software and Services

Similar to many companies that went through a period of rapid growth and/or multiple acquisitions, this client's customer data was housed in different data silos across its various business units, functions and geographies. To enable it to better harness its customer data, CSC developed a Data Management and Architecture Roadmap for its enterprise services division. As a result of CSC's guidance, the client was able to:

- Re-deploy 73 full time employees — resulting in savings of \$6.1MM, or 20% annual savings
- Shift time of analysts from gathering and consolidating data to analyzing data and generating key customer insights
- Increase its ability to rollup and aggregate data in an automated manner
- Increase the level of trust its business users have in the data by improving data quality
- Establish the capability to measure profitability at the customer, product and service level by creating a 360° view at each level
- Improve its ability to identify and understand trends in customer behavior
- Maximize sales and marketing opportunities through better customer insight
- Reduce IT operations expenses by providing a common data architecture and toolset and eliminating redundant systems and data across the enterprise

Case Study: The Nation's Largest Publicly Held Personal Lines Insurer

This client wanted to deliver high impact products and offers to customers at the time of best receptivity across each of its key customer touch points, including agents, call centers and the internet. To accomplish this objective, it needed to make accurate and complete customer information available across its enterprise. The client engaged CSC to develop the desired state process flows and define service level requirements for core CRM processes — outbound campaigns, inbound contacts, multi-channel interactions, contact and lead management, customer analytics, customer information management. CSC also developed a technical blueprint for the Customer Operational Analytic Data Store (COADS), which enabled the application of business rules and event handling logic to drive insights and recommendations to front-office touch points. As a result of CSC's expertise, the client was able to:

- Develop a process-centric view of their CRM vision and align that vision with current and planned technology investments
- Quickly move from vision to requirements to design that accelerated the path to achieving the vision
- Develop the framework for enabling real-time, event-driven marketing treatments at the point of customer contact
- Promote collaboration in CRM work flows across its enterprise
- Establish business requirements for the future-state vision which could quickly be translated into technical and service level requirements
- Bridge the growing divide between business and IT groups to ensure all work efforts fit within an agreed-upon end state vision

For more information on how you can benefit from CSC's Customer Intelligence approach, contact Alex Black at 973.243.7521 or ablack@csc.com.

About CSC

Computer Sciences Corporation helps clients achieve strategic goals and profit from the use of information technology.

With the broadest range of capabilities, CSC offers clients the solutions they need to manage complexity, focus on core businesses, collaborate with partners and clients, and improve operations.

CSC makes a special point of understanding its clients and provides experts with real-world experience to work with them. CSC is vendor-independent, delivering solutions that best meet each client's unique requirements.

For more than 45 years, clients in industries and governments worldwide have trusted CSC with their business process and information systems outsourcing, systems integration and consulting needs.

The company trades on the New York Stock Exchange under the symbol "CSC."

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