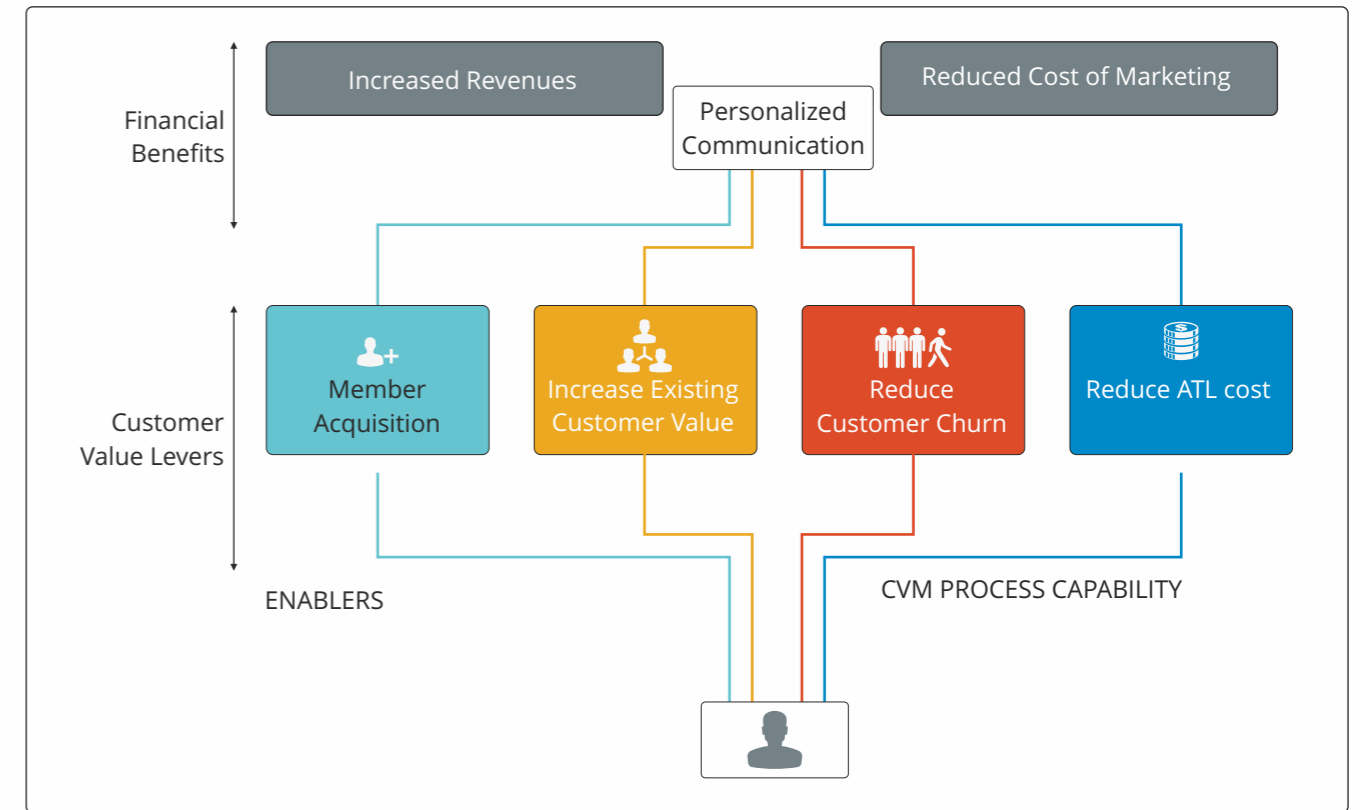# CUSTOMER VALUE MANAGEMENT (CVM)

In a constantly changing customer eco system and increased channels to sell, it becomes very critical for us to gather more information about our customers and use that to run campaigns. Customer Value Management drives personalized marketing through contextual communication with the aim of positively influencing customer behavior and value through deep understanding of customer buying patterns through advanced analytical models.
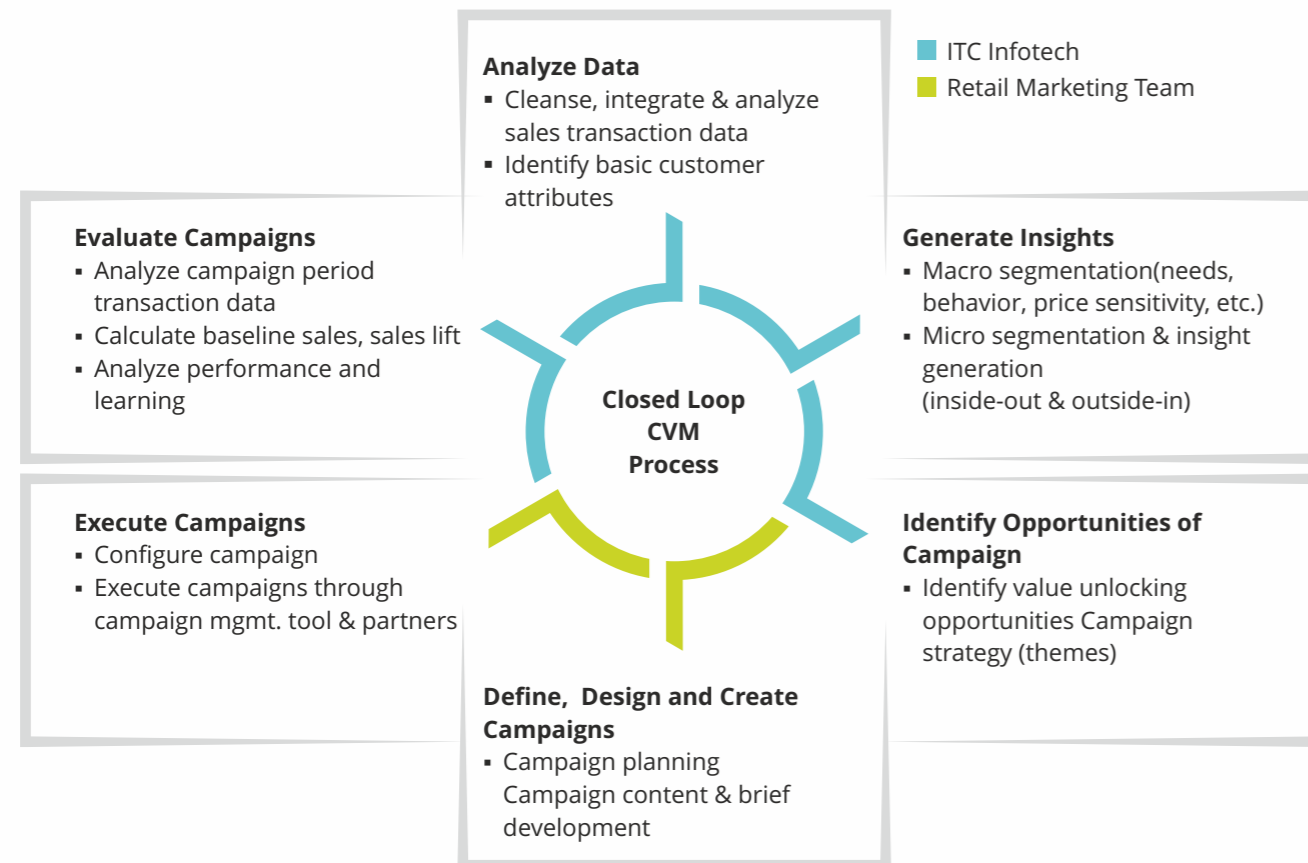
Challenges In The Marketing Analytics Process

Lack of Cleansed Customer Master Data	**Enhance Customer Understanding**	**WHO** ... are my customers? Based on gender, income group, visit pattern, loyalty behaviour
Expensive Analytics Skills	**Identify Opportunity for Value Creation**	**HOW** ... and what do they shop? Products, Needs, Visit Pattern, Promotions Affinity How can I influence their behaviour? Predicting Churn – Win Back Strategies, Up Sell, Cross Sell
Limited Campaign Management Capability	**Improve Engagement**	**WHAT** ... & when is the right time to communicate ? Seasonal/ Regular, Channel, Timing, Messaging
Lack of Marketing BI	**Continual Campaign RoI Improvement**	**WHERE** ... are my campaigns working ? Campaign Lift, ROI, Promotions Analysis

Benefits of CVM

Financial Benefits

Increased Revenues | Personalized Communication | Reduced Cost of Marketing

Customer Value Levers

Member Acquisition | Increase Existing Customer Value | Reduce Customer Churn | Reduce ATL cost

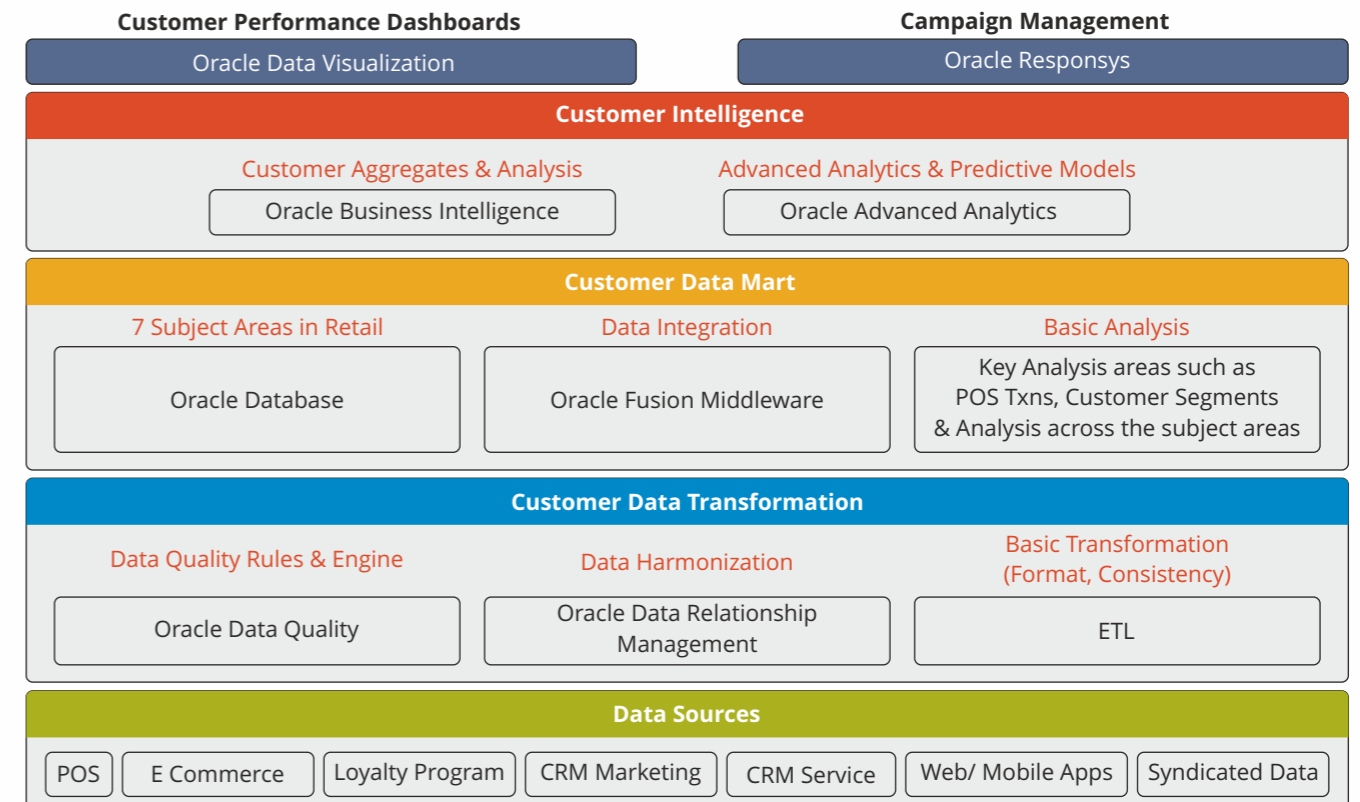ENABLERS | CVM PROCESS CAPABILITY

What is Customer Value Management ?

Customer Value Management is a closed loop course corrected process with a focus to enhance knowledge about the customer through analytical methods, aimed at driving/influencing customer behaviour.

Analyze Data
- Cleanse, integrate & analyze sales transaction data
- Identify basic customer attributes

■ ITC Infotech
■ Retail Marketing Team

Evaluate Campaigns
- Analyze campaign period transaction data
- Calculate baseline sales, sales lift
- Analyze performance and learning

Generate Insights
- Macro segmentation(needs, behavior, price sensitivity, etc.)
- Micro segmentation & insight generation (inside-out & outside-in)

Closed Loop CVM Process

Execute Campaigns
- Configure campaign
- Execute campaigns through campaign mgmt. tool & partners

Identify Opportunities of Campaign
- Identify value unlocking opportunities Campaign strategy (themes)

Define, Design and Create Campaigns
- Campaign planning Campaign content & brief development

CVM Services – Oracle Solution Stack

ITC Infotech provides CVM services through a seamless integration of the Oracle solutions stack. The solutions applicable to each of the CVM process is given below

Customer Performance Dashboards		**Campaign Management**
Oracle Data Visualization		Oracle Responsys

Customer Intelligence

Customer Aggregates & Analysis	Advanced Analytics & Predictive Models
Oracle Business Intelligence	Oracle Advanced Analytics

Customer Data Mart

7 Subject Areas in Retail	Data Integration	Basic Analysis
Oracle Database	Oracle Fusion Middleware	Key Analysis areas such as POS Txns, Customer Segments & Analysis across the subject areas

Customer Data Transformation

Data Quality Rules & Engine	Data Harmonization	Basic Transformation (Format, Consistency)
Oracle Data Quality	Oracle Data Relationship Management	ETL

Data Sources

| POS | E Commerce | Loyalty Program | CRM Marketing | CRM Service | Web/ Mobile Apps | Syndicated Data |

Successful CVM Engagements

01 **Customer Segmentation and Insights for UK's Largest Health & Wellness Retailer:**
- 1.3% Increase in Revenue
- 10% Increase in Redemption of Targeted Coupons
- 22% Reduction in Churn

02 Customer Insights and Segmentation for a Middle East based Low Cost Airline.

03 **Customer Segmentation and Targeted Campaign Strategy for a Leading Middle East Fashion**
- 1% Increase in Revenue
- 3% Increase in Response Rate

04 Single View of Customer and Customer Segmentation for an European Airline.

05 Customer Experience Strategy and Roadmap Definition for a Leading South African Retailer.

Why ITC Infotech?

Indepth Domain, Customer Experience Consulting, Analytical Skills. Business Consultants and Data Scientists from the Retail Industry.

Cross Pollination of Industry Best Practices Across Hospitality, Airlines and Banking with Similar Challenges

Strong CRM and DWBI / Big Data Practices

Proven Business Value Delivered across Global Retailers through our CVM Frameworks, Customer Data Models and Customer Dashboards

About ITC Infotech

ITC Infotech is a specialized global full service technology solutions provider, led by Business and Technology Consulting. ITC Infotech's Digitaligence@Work infuses technology with domain, data, design, and differentiated delivery to significantly enhance experience and efficiency, enabling our clients to differentiate and disrupt their business

The company is powered by a growing portfolio of specialized solutions addressing critical business challenges, including: Industry 4.0 solutions (PLM, IoT and Embedded), Customer Value Management, Loyalty, Trade Marketing & Distribution, Supply Chain Optimization, Data Engineering and Analytics, Digital Banking solutions and Digital Agriculture solutions. The company provides solutions to enterprises in Supply Chain based industries (CPG, Retail, Manufacturing, Hi-Tech) and Services (Banking, Financial Services and Insurance, Airline, Hospitality) through a combination of traditional and newer business models, as a long-term sustainable partner.

ITC Infotech is a fully owned subsidiary of ITC Ltd, one of India's most admired companies.

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