RETAIL & E-COMMERCE SUCCESS STORIES

LEARN HOW COMSENSE CUSTOMERS ARE LEVERAGING AI-POWERED PREDICTIVE CUSTOMER ANALYTICS AND MARKETING AUTOMATION TO REVOLUTIONIZE CUSTOMER ENGAGEMENT

We Eat Elephants For Breakfast!

- BI Dashboards: 110+

- Emails Sent: 2Bn+

- Customer Records: 185 Mn+

- Processes Automated: 120 +

- Mobile Devices: 75 Mn+

- Predictive Models: 115+

- Integrations: 35+

EXPERIENCE THE
COMSENSE DIFFERENCE

Comsense Technologies is a global consulting firm run by Ex. Directors from **Big 4 Consulting** and Fortune 500 companies. We bring solutions that combine the power of Robotic Process Automation, Predictive Customer Analytics and Cognitive Marketing Technology with a focus on **BFSI, Retail, Media and Healthcare** industries.

We empower businesses to engage with their customers, seamlessly exchange data, automate processes, predict next-best actions, improve productivity and save costs. We provide cutting edge solutions to the offices of CMO, CIO & CFO.

Besides a state of the art Development Centre in Pune and offices in USA, Germany, South Africa & Singapore, we have a highly enthused and creative team of 150+ artists, engineers, data scientists, marketers and marketing technologists, who deliver results on solid foundation of **Extreme Ownership**.

LARGEST FASHION RETAIL BRAND OF UK USES PREDICTIVE ANALYTICS, IMPROVES WALLET SHARE PER CUSTOMER BY 13% IN < 3 MONTHS

BUSINESS CHALLENGE

The client was setting up its e-commerce business in India. The client wished to leverage its data of suppliers, store locations, website, social media and customer purchasing and lifestyle behavior to drive better business outcomes. As there was no mechanism in place to track current and future selling, the client was struggling to uncover what customers would buy and how to turn one-time shoppers into brand loyalists.

APPROACH & SOLUTION

The Comsense Martech and data team created a data lake to consolidate all the customer data from various sources such as portal data, in-store Point of Sales data, CRM transactional data, website and app login behavioral data, marketing campaign data.

The customer profiles/persona based on advanced segmentation were created by integrating the transactional, demographic, and behavioral data. Applications such as basket analysis, data-driven tree analysis, retail promotions tool, and CLTV modeling were used by data scientists that enabled:

- Deep level segmentation
- Predicting customer purchase behavior to target and personalize communication
- Creating a predictive cross-sell model to enhance the CLTV

BUSINESS IMPACT

- Dynamic offers improved revenue via increasing wallet share per customer by 13% within three months
- Insight-driven marketing transformation led to a sales uplift of 9%
- Easy transition from silos ("in-store pricing") to closed-loop integrated solutions ("cross-channel offers")
- Improvement of core operations enabling an easier launch of new products
- Leveraged cognitive analytics to make evidence-based decisions

Technology / Tools: Python, Sql Server, Power BI , Watson APIs, Fluent, Salesforce Comerce, ETL, Datasense, Kleanmail, Watson Campaign Automation, Content Hub, CXA

THE 2ND LARGEST SPORTSWEAR COMPANY IN THE WORLD USES PREDICTIVE ANALYTICS AND MARKETING AUTOMATION FOR ITS 20 MN+ CUSTOMER BASE

BUSINESS CHALLENGE

The client wished to leverage its customer transactional data to further refine and personalize its communication to enhance customer experience and drive better business outcomes. Client wanted to create an array of customer segments to uncover how each segment is responding to their campaigns. The overarching strategy is to convert shoppers into brand ambassadors.

APPROACH & SOLUTION

The Comsense team started off with creating a unified marketing data lake to consolidate all the customer data.

The customer profiles/persona based on advanced segmentation were created by integrating the transactional, demographic, and behavioral data. Applications such as basket analysis, data-driven tree analysis, retail promotions tool, and CLTV modeling were used by data scientists that enabled:

- Dynamic segmentation based on a combination of various demographic data and behavioral data
- Predicting customer purchase behavior to target and personalize communication
- Creating a predictive cross-sell model and customer reactivation model to enhance the customer lifetime value

BUSINESS IMPACT

- Dynamic segmentation improved revenue via net new customer acquisition by 4% within two months
- Single view of the customer ensured targeted marketing and optimize communication
- Marketing attribution and channel optimization in turn saved almost 23% from marketing campaign costs
- Improvement of core operations enabling an easier launch of newer business models
- Improved wallet share per c ustomer by 3% within 3 months of implementing recommendation engine

Technology / Tools: Python, SQL, Power BI, Watson APIs, Integration Bus, Kleanmail, Datasense

LEADING PROVIDER OF BEAUTY & SKIN CARE SOLUTIONS CREATES A SINGLE VIEW OF CUSTOMER (SVOC) FOR REAL-TIME DECISION MAKING & BOOSTS CROSS-SELL & UP-SELL BY 23%

BUSINESS CHALLENGE

C-level executives were demanding a Single View of Customer (SVOC) to enable their customer-centric growth strategies. The IT teams were struggling to provide this despite an array of MarTech platforms in place. It was becoming increasingly difficult for C-level representatives to make informed decisions due to the lack of management dashboards with real-time data that could provide a holistic view of their business and customer segments.

APPROACH & SOLUTION

Given the siloed data sets, Comsense data scientists & marketing technologists created a closed-loop integration across channels and systems with the scalable ETL capabilities in the Predictive Analytics platform.

This enabled the client to integrate data from multiple applications. For C-level representatives, 10 unique and interactive dashboards were created by leveraging advanced analytical algorithms such as AI, ML, and Forecasting.

BUSINESS IMPACT

- C-level executives were able to make real-time business decisions with the analytics dashboards

- Sophisticated customer segmentation led to successful targeting, acquiring, developing, and retention of customers

- Unique insight into their customers' digital footprint

- Significant cost reduction and risk management, and an increase in revenue and profitability

- Cross sell & up-sell revenues increased by 23% within six months of implementation

Technology / Tools: IBM SPSS, DB2, Cognos, Watson APIs, IBM Integration Bus, ETL

THE WORLD'S LARGEST E-MARKET FOR STEEL ENHANCES ACCURACY ON PREDICTIVE PRICING FOR FORWARD AUCTION BY 83% & CROSS-SELL TRANSACTIONS BY 37%

BUSINESS CHALLENGE

The company was spending a significant amount of time on pricing calculations and aligning bidders for auctions. With more than 15 auctions every month the cumulative time and effort foreach auction significantly hampered efficiency and accuracy.

APPROACH & SOLUTION

Comsense leveraged advanced analytical algorithms such as ML, AI, Forecasting and Statistical Modeling to develop a robust model for optimal decision-making in:

- Bidder Recommendation: Suggested potential bidders relevant for future auctions and the appropriate communications channel for use. Based on potential bidders the client could arrive at the best bid price for future auctions.

- Price Estimation: Suggested a potential base price that led to better pricing for an auction and better response rates from potential buyers. Based on the estimated price potential bidders to be approached were identified prior to the auction.

- Cross-sell recommendation: Besides increasing the share of wallet of existing bidders the model also helped the client increase CLTV and bidder loyalty.

Technology / Tools: IBM SPSS, Cognos, Watson APIs, IBM Integration Bus, DB2

BUSINESS IMPACT

- Optimized auctions by predicting bidding behavior

- Allowed auctioneers to make better decisions in the auction market

- Ease of data-driven decision-making in complex auctions

- Increase in CLTV and decrease in customer acquisition cost

- Ability to predict pricing with 83% accuracy

A LEADING SIGHTHOLDER OF THE DIAMOND GROUP OF COMPANIES LEVERAGES PREDICTIVE ANALYTICS FOR PRICING PREDICTION

BUSINESS CHALLENGE

With an annual production capacity of 700,000+ carats, the client relied heavily on conventional techniques such as guess-based forecasting for the pricing prediction of diamonds and stones. This manual process was time-consuming and the possibility of errors remained high. The client was at a distinct disadvantage as they could not leverage the power of Big Data to outperform increasing competition.

APPROACH & SOLUTION

Taking into consideration the analysis of the price of a diamond/stone vs. its carat weight, Comsense established pair-wise variable relationships with the given data set.

Observing patterns on cut, color, and clarity, insights into how these factors influenced pricing were provided.

A data lake was created by consolidating customer data from varied sources like auction portals, CRM, and login behavioral data. In addition, Watson APIs integration with paid subscription websites provided data on B2B customers and diamond/stone demand and pricing trends.

Machine Learning and AI models were applied to create statistical predictive models to predict pricing in real time.

BUSINESS IMPACT

- The predictive model reflected 95% precision and 99% accuracy in pricing prediction

- Better prediction led to better future business planning

- Increased efficiency in supply chain and inventory management

Technology / Tools: IBM SPSS, Cognos, Watson APIs, IBM Integration Bus, ETL

LARGEST RETAIL GROUP IN NEW ZEALAND USES PREDICTIVE ANALYTICS FOR PROACTIVE SOLUTIONS ON REAL-TIME DATA

BUSINESS CHALLENGE

The client wished to leverage its data of suppliers, store locations, website, social media, and customer purchasing and lifestyle behavior to drive better business outcomes. As there was no mechanism in place to track current and future selling, the client was struggling to uncover what customers would buy and how to turn one-time shoppers into brand loyalists.

APPROACH & SOLUTION

Comsense created a data lake to consolidate all the customer data from various sources such as portal data, in-store Point of Sales data, CRM transactional data, website and app login behavioral data, marketing campaign data, including email-open rates, clickthrough rates and coupon codes redemption data. Customer profiles/personas based on advanced segmentation were created by integrating the transactional, demographic, and behavioral data. Applications such as basket analysis, data-driven tree analysis, retail promotions tool, and CLTV modeling were used to:

- Create dynamic pricing for the range of products

- Predict customer purchase behavior to target and personalize communication

- Create a predictive cross-sell model to enhance CLTV

BUSINESS IMPACT

- Dynamic pricing improved revenue via net new customer acquisitions by 7% within three months

- Insight-driven sales transformation led to sales increase by 6%

- Seamless transition from silos ("in-store pricing") to closed-loop integrated solutions ("cross-channel offers")

- Simplified launch of newer business models with an improvement of core operations

- Leveraged cognitive analytics to make evidence-based decisions

Technology / Tools: IBM SPSS, Cognos, Watson APIs, IBM Integration Bus, ETL

ONE OF THE LARGEST AUTOMOTIVE COMPANIES USES PREDICTIVE ANALYTICS FOR CUSTOMER RETENTION AND CROSS SELLING ACCESSORIES AND SERVICES

BUSINESS CHALLENGE

The client wanted to understand its customer segments better and build customer retention strategies based on robust data intelligence. The overarching strategy was to increase the per customer wallet share in accessories and services line of business

APPROACH & SOLUTION

DATA AUDIT

- Collected complete customer data
- Data Completeness and Quality Check using data audit tools
- High Level Predictive Models for each thrust area using data science tools
- Tool driven Insights for target customer segments

SOLUTION DESIGN

- Use Case wise Target Customer Segments
- Use Case wise Customer Engagement Models
- Detailed SOPs with to be process, RACI matrix with Clear SLAs & KPIs

BUSINESS IMPACT

- Target customers to cross-sell accessories – Model derived rules identified high conversion potential
- Insight-driven sales transformation led to a sales uplift of 13%
- Service Attrition Propensity Model helped company avoid future loss of services business
- Accuracy of Predicting Repeat Sale: 50% with 72.3% Precision
- Improvement of core operations enabling an easier launch of newer services models

Technology / Tools: IBM SPSS, DB2, Cognos, Watson APIs, IBM Integration Bus, ETL

TESTIMONIALS

> **"** This group rocks! When I was willing to go for minimum viable project, they pushed for something better. In the end, their idea was really better because it completed the loop and it helped us generate the desired results

Amelita Tamayo,
Marketing Adviser, Standard Insurance, Phillipines

> **"** They are the best when it comes to Marketing Automation services. They are Professional, Knowledgable and highly creative bunch of marketing technologists who have helped us build and execute great campaigns that has got our company many qualified leads that converted!

Sanjay Jalagam
MD, Element Blue, Dubai

> **"** Theirs is an excellent team of results-driven data scientists who not only understand client needs but are also very proactive. Across all the touchpoints the quality has been of very high standards. They are the first firm I call for any data science related projects

Amit Goel,
CIO, Metropolis Healthcare, India

> **"** The caliber of the representatives that we've had conversations with has been excellent

Uzair Faruqi
Head of Analytics, mjunction (World's largest e-market for steel & chemicals), India

> **"** The amount of industry knowledge and expertise in required technologies for such a young company was impressive

Gururaja Murthy,
IT Director Swissotel, Japan

comsense®
Bridging Technology & Business

IBM
Gold
Business Partner

Throw Us A Challenge

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