

The customer analytics solutions provided by Lenovo PCCW Solutions enable enterprises to analyze customer through predicative modeling and product trend forecasting:

<p>KPI DASHBOARD</p> <ul style="list-style-type: none"> • Financial performance dashboard • Sales analysis • Promotion efficiency analysis • Cost optimization by inventory analysis (for retail only) • Customer sentiment analysis 	<p>MARKETING PREDICTIVE MODELING</p> <ul style="list-style-type: none"> • Acquisition model • Customer segmentation model Propensity model • Churn model 	<p>CAMPAIGN MANAGEMENT</p> <ul style="list-style-type: none"> • Campaign targeting • Campaign evaluation • Contact management 	<p>RECOMMENDATION SYSTEM</p> <ul style="list-style-type: none"> • Personalized customer promotion and experiences
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All devices, analytics solutions and visualization tools are connected to Lenovo PCCW Solutions' world-class cloud platform ensuring the data security and reliable infrastructure. Lenovo PCCW Solutions' industry experts offer consultancy service and customized solutions which best suit the needs of specific retailer.

Features and benefits



Develop targeted campaigns and offerings across multiple sales channels



Boost effectiveness of campaigns and financial return



Increase customer satisfaction by understanding customer sentiment



Enhance customer engagement by right channels and personalized content



Consultancy service and full integration with other analytics solutions

About Lenovo PCCW Solutions Limited

Lenovo PCCW Solutions is a leading technology solutions powerhouse in Asia Pacific. A strategic partnership formed between Lenovo and PCCW in August 2022, the company offers market-leading solutions to help organizations transform their operations, increase competitiveness, and enhance innovation through technology. Its wide range of technology solutions and service offerings include system integration, application development and operation, IT outsourcing, managed services, digital solutions, and technical services.