

# Customer Analytics



**In** the age of the customer, consumers are empowered like never before, transforming how they discover, explore, buy and engage with brands and products. Companies in the industries such as retail, telecommunications, banking and insurance have massive interaction with customers day to day. For enterprises that fail to keep up with the pace of their customer behavior will struggle to survive.

By unlocking the values of customer from analyzing their profile, buying behavior, consumer comment and preference – with capability of technologies, enterprises are able to define the customer strategies handily, deliver personalized and instant message to engage the customers as well as bring them interaction experiences.

## Leverage customer insights

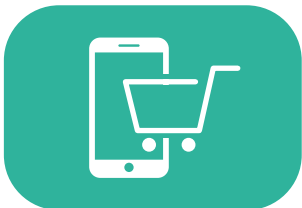
To seize business opportunities and achieve business growth, enterprises demand the right predictive and prescriptive customer analytics for developing effective marketing campaigns and strategies. The insights from customer analytics can also equip the sales teams with greater confidence when negotiating with their customers and matching their needs with the right products and services in due course.

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

<p><b>KPI DASHBOARD</b></p> <ul style="list-style-type: none"> <li>• Financial performance dashboard</li> <li>• Sales analysis</li> <li>• Promotion efficiency analysis</li> <li>• Cost optimization by inventory analysis (for retail only)</li> <li>• Customer sentiment analysis</li> </ul>	<p><b>MARKETING PREDICTIVE MODELING</b></p> <ul style="list-style-type: none"> <li>• Acquisition model</li> <li>• Customer segmentation model Propensity model</li> <li>• Churn model</li> </ul>	<p><b>CAMPAIGN MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>• Campaign targeting</li> <li>• Campaign evaluation</li> <li>• Contact management</li> </ul>	<p><b>RECOMMENDATION SYSTEM</b></p> <ul style="list-style-type: none"> <li>• Personalized customer promotion and experiences</li> </ul>
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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.