Analytics for CRM

How Analytics support new CRM strategies

07/06/2023

ENGINEERING

Agenda

- About me

- Highlights from the observatory results

- Primary assets

- Customer Genomic - Use case example

- Be focus

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About me

Grazia Cazzin

Head of Data & Analytics

Sales & Solutions – Digital Technology

Engineering Group

Grazia Cazzin is the Head of Sales & Solution for Data & Analytics, in the Digital division of Engineering Group S.p.A.

Working in the IT field since 1992, she has gained valuable expertise working in several market sectors (industry, finance, public administration, manufacturing, healthcare) and covering several thematic areas (ERP, MRP, MPS, Enterprise Portals, CRM, DWH and BI, Big Data, Advanced Analytics).

Twenty years activity in data strategy, data architecture, business intelligence, data visualization, big data, machine learning/artificial intelligence as for SmartCity, Smart Government, Smart Energy, eHealt and Industry 4.0 scenarios.

Founder and historical leader of KNOWAGE (www.knowage-suite.com), a leading open source suite for analytics and business intelligence.

At a Glance: a Global Company

1.3 Bn€
REVENUE FY2021

40+
YEARS OF GROWTH

READ WHITE PAPER

11,600+
EMPLOYEES

60+
OFFICES AROUND THE WORLD

GLOBAL HQ
ROME, ITALY

30+
PROPRIETARY SOLUTIONS
FOR ALL MARKET SECTORS

OFFICES

PROJECTS

ADVISORY

TECHNOLOGY & IMPLEMENTATION

PROPRIETARY SOLUTIONS

MANAGED SERVICES

RESEARCH & INNOVATION

6 Development Labs
130+ Live Research Projects
€40m+ Investments / YR
450+ Data Scientists and Researchers

IT & MANAGEMENT ACADEMY
"ENRICO DELLA VALLE"

25,000 Man Days of Training / YR
1,300+ Professional Certifications
9,900+ Web Classroom Participants

ASSETS

11 Portfolio Areas
20+ Group Companies
10+ Competence Center

3 Data Center Tier IV
22K Managed Servers
250K Workplaces Managed

Digitech At a Glance

Digitech

We build connections between data, technologies, people and enable companies to put their values into action

4.000
People

25
Expertise Areas

54
Offering lines

Global
Delivery
Services

6
Centers of
Excellence

80
Technology
Partners

ADVISORY

TECHNOLOGY & IMPLEMENTATION

MANAGED SERVICES

——

New Business Models

——

Ensure Business Continuity

——

Rapid Progress of Technology

——

Accelerate Digital Adoption

In this very **complex** and **fast-moving environment**, organizations have to uncover new **digital** and **technologies opportunities** that will unleash their growth potential and help them **gain a competitive advantage**.

Our Centers of Excellence

We improve the efficiency of systems, products and services with **Higher Resiliency** and **Agility**.

Cloud & Infrastructure
Increase the use of Cloud technologies to enable innovation and help businesses to disrupt

Advanced Enterprise Platforms
Accelerate the digital adoption by integrating the right Enterprise Application

Cybersecurity
Respond to data security as a business imperative, not an afterthought

Digital Experience
Go beyond digitizing processes and create powerful experiences

Data & Analytics
Develop an AI-fueled automation of business processes & Manage Data for its entire lifecycle

Industries eXcellence
Improve Industry Performance by producing more smartly, more efficiently, more quickly and more safely
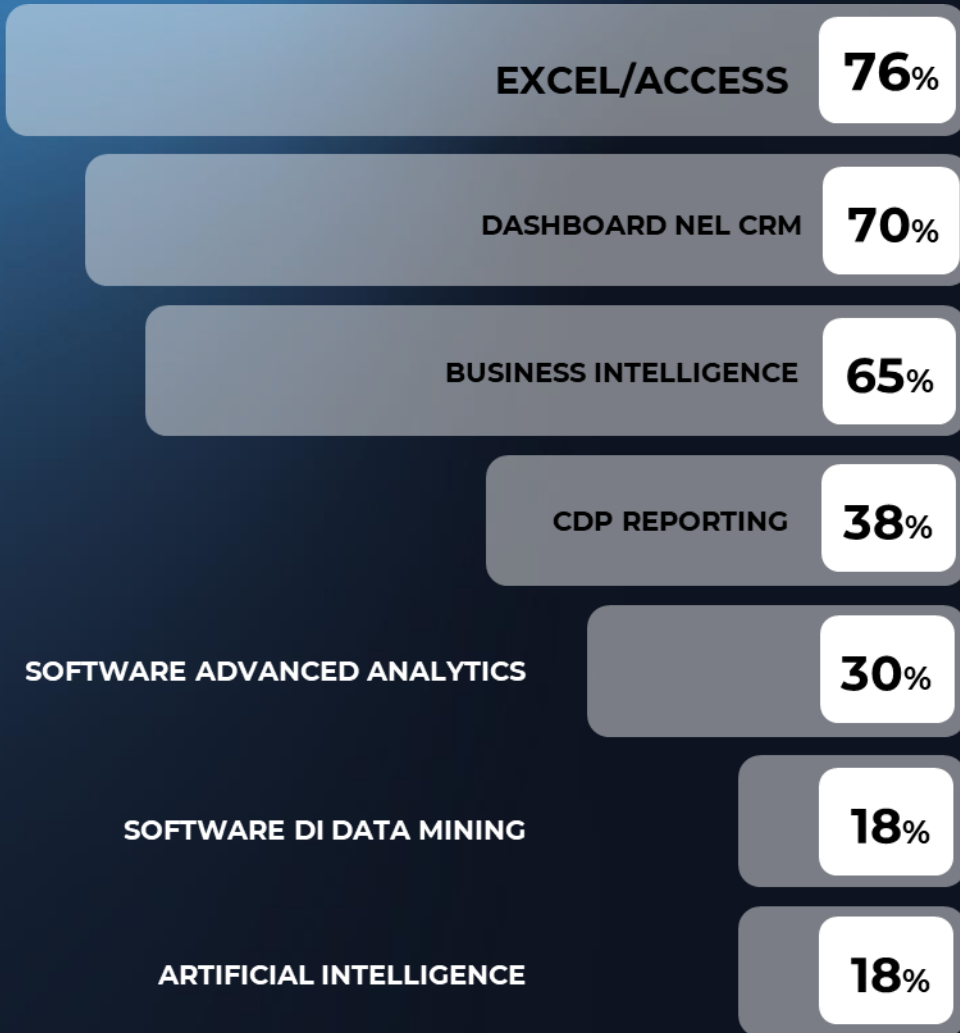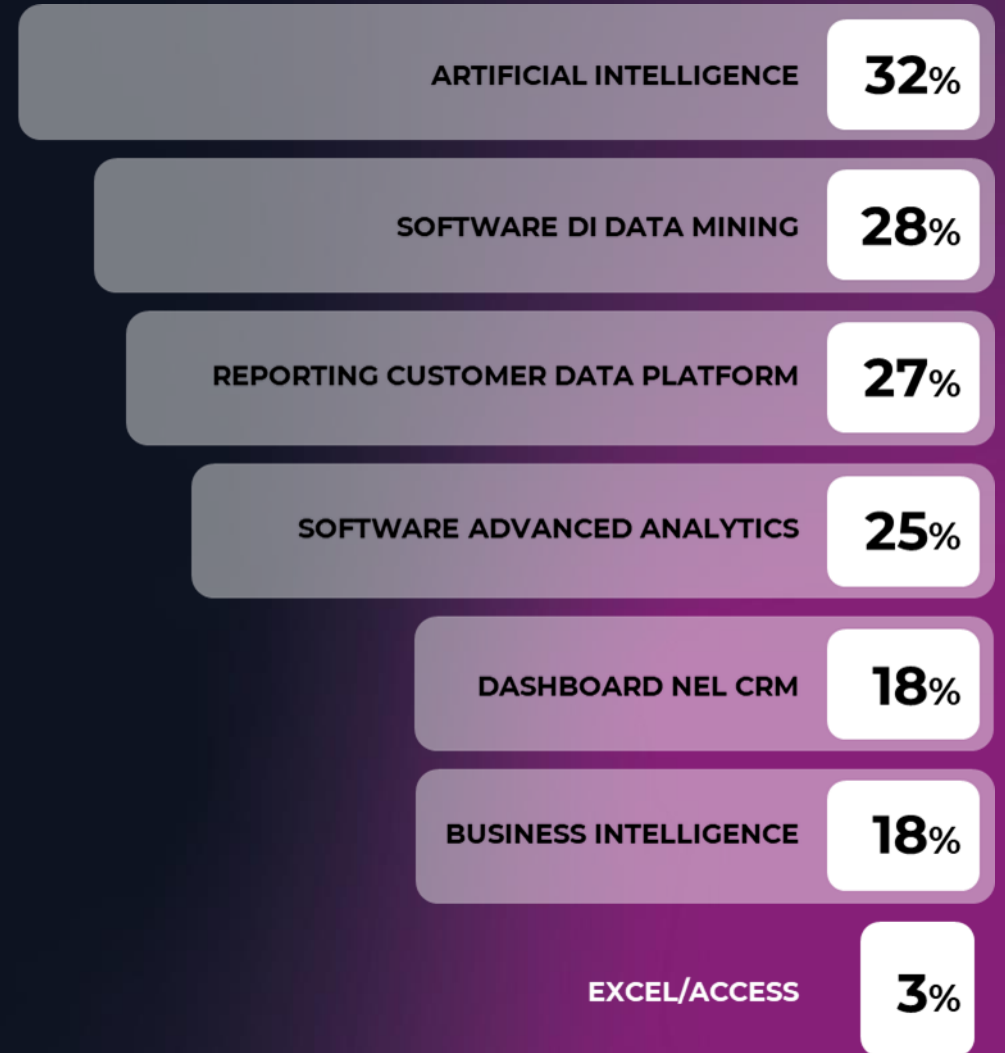
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Observatory results

AS-IS

EXCEL/ACCESS	**76**%
DASHBOARD NEL CRM	**70**%
BUSINESS INTELLIGENCE	**65**%
CDP REPORTING	**38**%
SOFTWARE ADVANCED ANALYTICS	**30**%
SOFTWARE DI DATA MINING	**18**%
ARTIFICIAL INTELLIGENCE	**18**%

TO BE

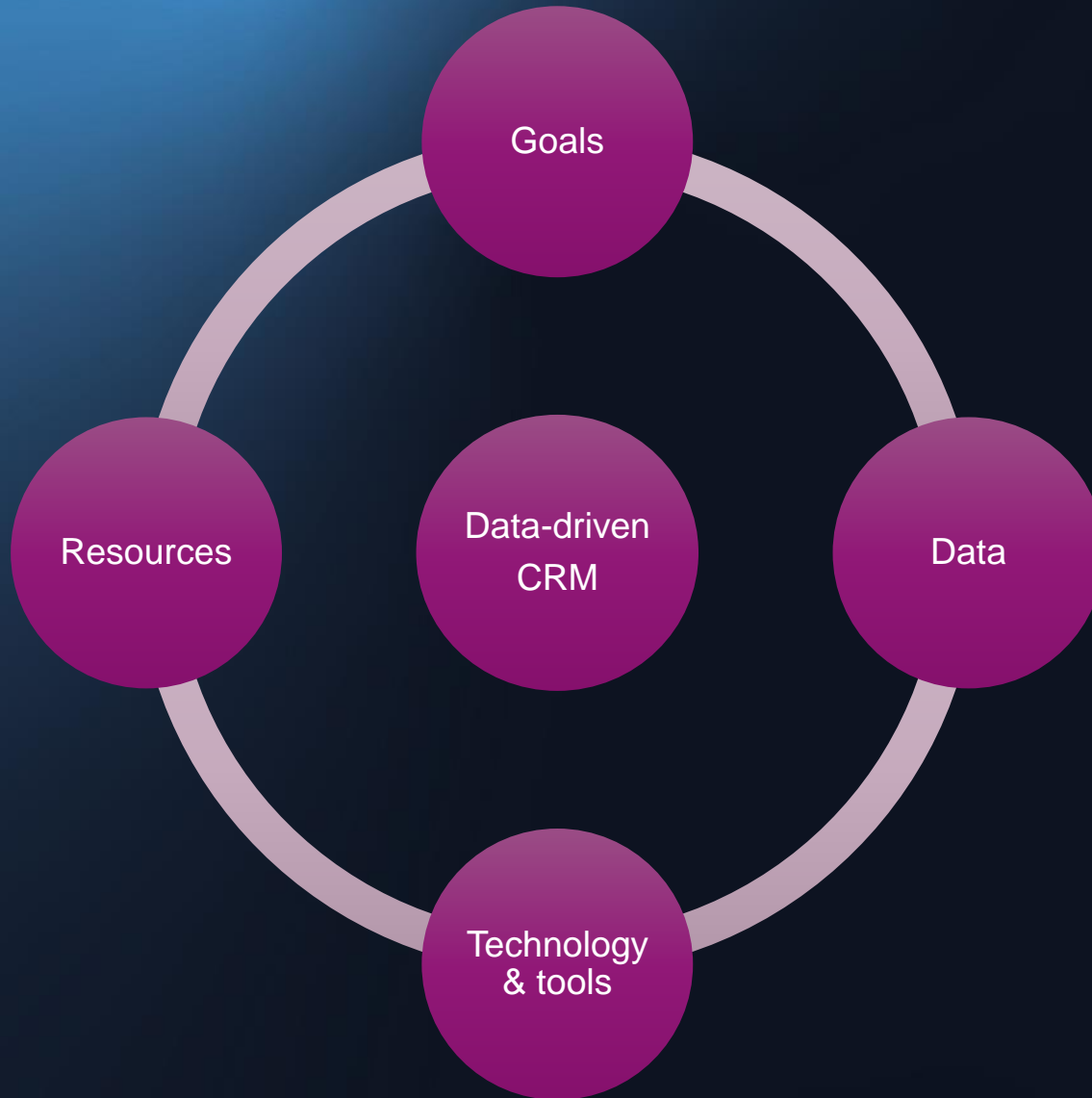|	
ARTIFICIAL INTELLIGENCE	**32**%
SOFTWARE DI DATA MINING	**28**%
REPORTING CUSTOMER DATA PLATFORM	**27**%
SOFTWARE ADVANCED ANALYTICS	**25**%
DASHBOARD NEL CRM	**18**%
BUSINESS INTELLIGENCE	**18**%
EXCEL/ACCESS	**3**%

Data driven CRM strategy

- Goals drive the strategy

- Data & goals as double binding

- Resources measure data-driven success

- Tech & tool support the strategy

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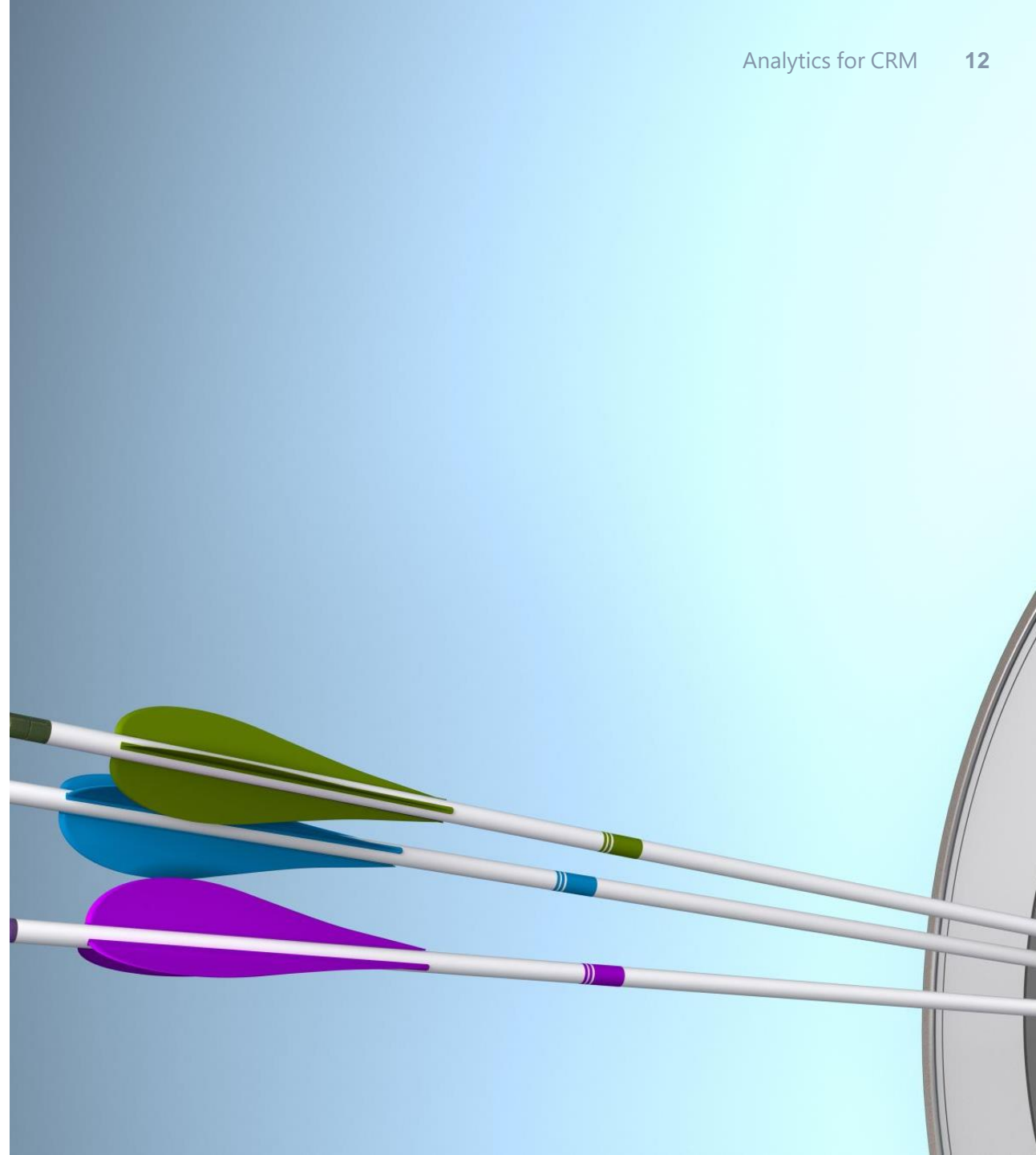
- **Be focus**

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Primary assets / Goals

More than **TITLES**:

- Explainable

- Detailed

- Measurable

- ROI

- Business commitment

Less than **DREAMS**:

- Progressive

- Agile

- Change management

Primary assets / Data

Data space:

- Current data

- Unused data (multi structured)

- Data enrichment

- New data:

  - Public data

  - Open data

  - Data provider

  - Data capture strategy

Identity & privacy:

- ID not always mandatory

- Cluster reasoning

Primary assets / Resouces

- Budget

- Time

- Roadmap

- Methodology

- Internal commitment

- Skills

- Data culture

Primary assets / Tech & Tools

Focus on Operative CRM support:

- Virtual assistants
- Targeting
- Engagement

Focus on Analytical CRM support:

- Customer lifetime value (CLV)
- Churn analysis
- Cross-selling, up-selling

General terms:

- Data Strategy
- Data Architecture
- Data Integration
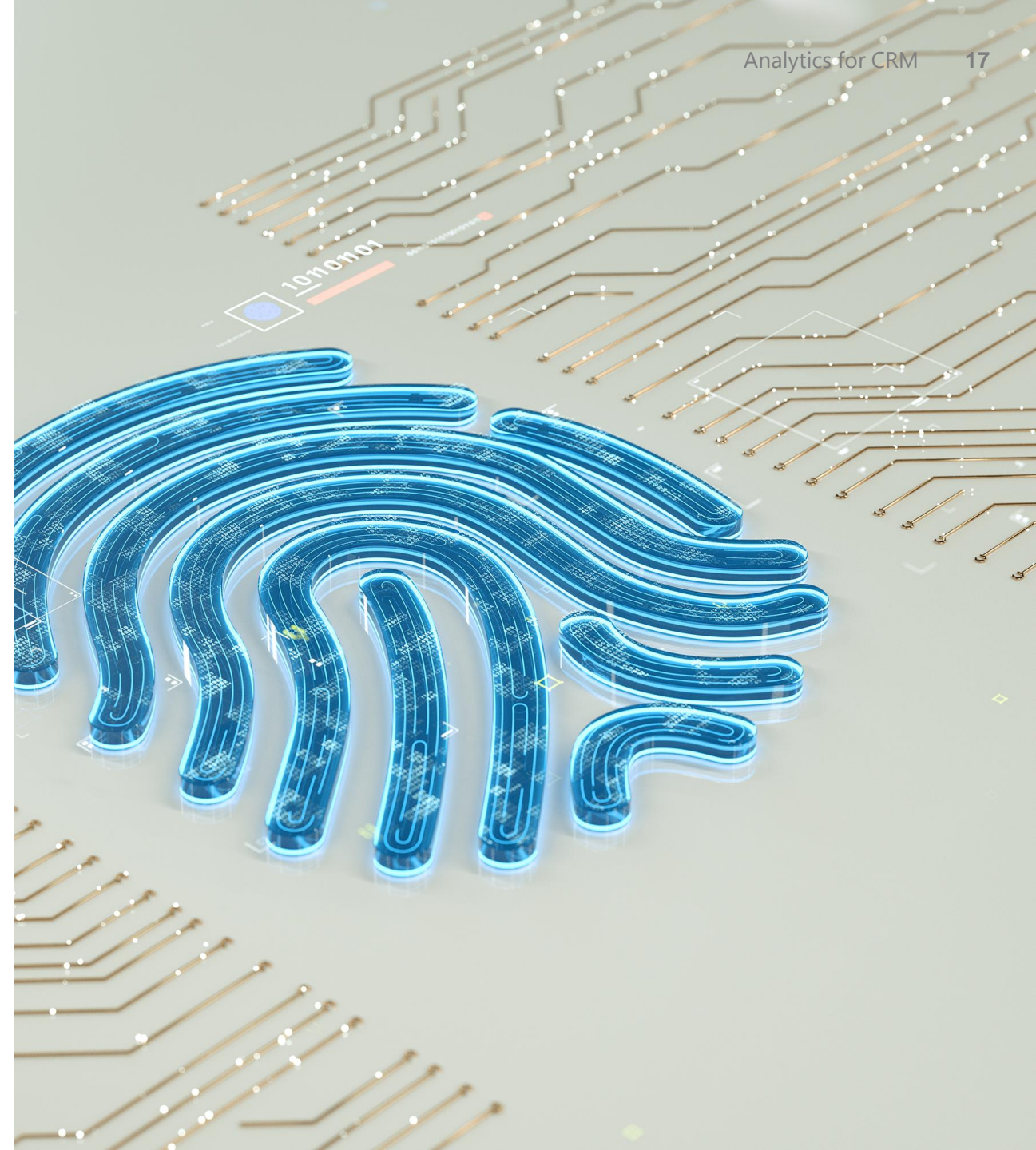- CRM tool vs Data role

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Use case / Customer Genomic

Enterprise Data Model representing the **DNA of the customer base** built with raw data on a Data Lake. The model supports the analysis and profiling of the customers' experience on all available information assets. The model grows in synergy with **Advanced Analytics** and is enriched with outputs of **Machine Learning** models. The benefits provided by the system include increased customer's loyalty, improved customer's profiling, improved cross-selling and up-selling activities, greater success of marketing initiatives. **DataViz** experience based on meaningful dashboards, effectively merge historical data and advanced analytics results (prediction, outliers detection, etc.).

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Tailored path

Descriptive Analysis:
- Segmentation, Classification
- Transaction Analysis
- Customer Journey

Diagnostic Analysis:
- Claim analysis
- Customer satisfation
- Competitive intelligence
- Campaign ROI evaluation

Predictive Analysis:
- Churn
- Qualified demand and volumes
- Customer lifetime value (CLV)

Prescriptive Analysis:
- Recommendation engine
- Next best offering
- Unique message

Thank You!

Grazia Cazzin

Head of Data & Analytics – Sales & Solution

www.eng.it

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@EngineeringSpa

LifeAtEngineering

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