



Grow your business with Big Data driven CRM

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Short introduction



PRESENT ROLE

- Business Development Lead for CRM products and services at INFIGO IS

QUALIFICATIONS

- University of Zagreb, Faculty of Electrical Engineering and Computing – M. Eng.
- IEDC Bled School of Management – Executive MBA

TRACK RECORD

- Program Manager for Business (IT) Transformation
- Director Customer Experience (HT)
- Customer Value Management head (HT)
- Product Development Director (HT)

DOMAIN KNOWLEDGE

- CRM
- Business Analytics
- Customer Experience
- Churn prevention
- Product development

CRM analytical domain

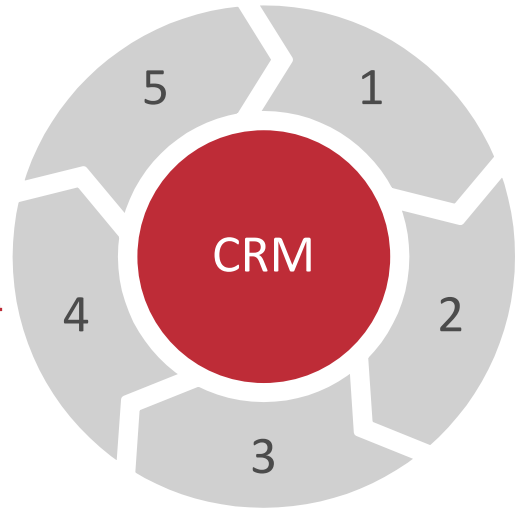
Campaign Management

- Build optimal campaigns and target groups



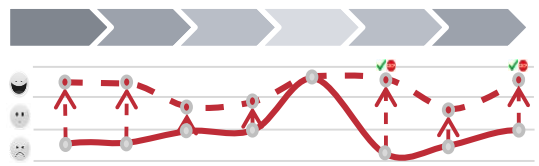
Customer Value Management

- KPI management
- Customer Lifetime Value
- Segmentations



Customer Experience

- Customer Journey Mapping



Customer Retention

- Churn prediction models
- Next Best Offer/Action models
- High Churn Risk campaigns

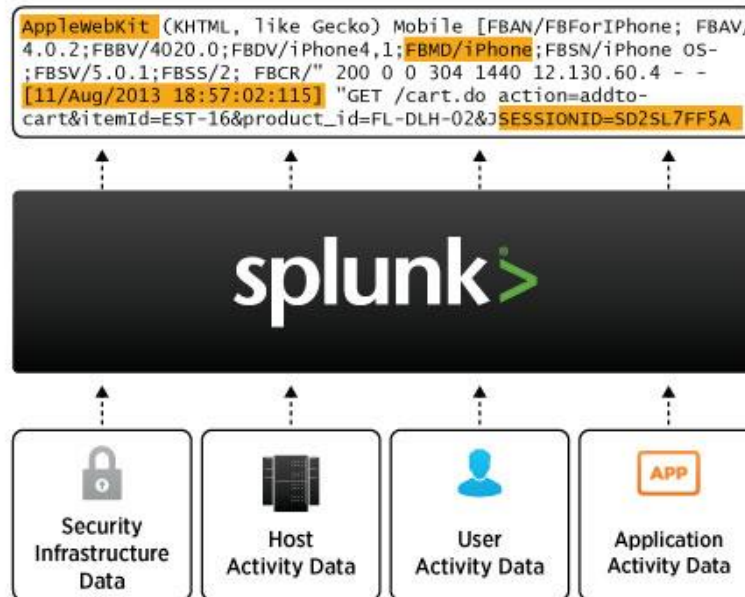
Customer Interaction Management

- Adequately record customer interactions
- Analysis of channel interactions



In Infigo we use Splunk as a Big Data tool

- Structured and unstructured
- Log data for business analytics
- Time event driven data (events, activities, sessions ...)
- Predictive analytics



○ Supported platforms



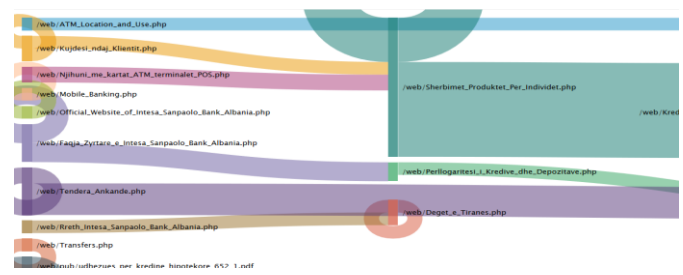
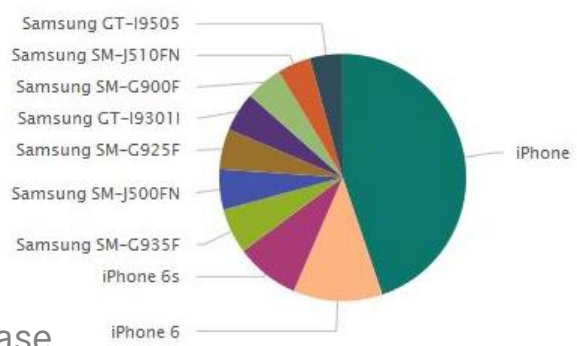
CRM E-channel analytics

- Analysis of customer behavior on online channels and applications—real-time
- Implementation of „sales opportunity” engine



Interesting Fields
 a action 5
 # bytes 100+
 a categoryId 8
 a clientip 100+
 # date_hour 24
 # date_minute 8
 # date_minute 60
 a date_month 1
 # date_second 60
 a date_wday 7
 # date_year 1

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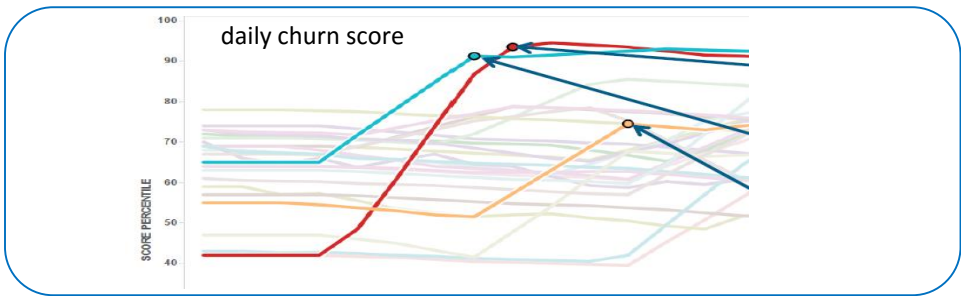
- Splunk Use Case
 - 1-2GB data indexed daily
 - Log data coming from mobile and online application
 - Enrichment with CRM data (response in campaigns, socio-demo data, customer segments ...)

- Value
 - Customer behavior in online channels
 - Data for campaigns and marketing activities – sales opportunities
 - Real time tracking of online activities – track campaign responses

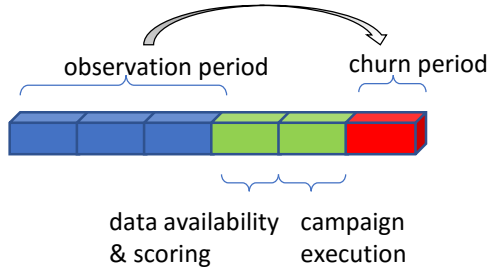


CRM Churn prediction

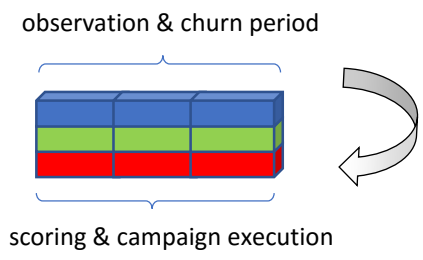
- Analysis of customer behavior relating to churn
- Development of churn risk-score



Standard data mining



Big data with Splunk



Splunk Use Case

- Indexing of interactions, transactions and customer events
- Make hypothesis about churners
- Prediction algorithms used

Value

- Churn risk score - recognize sales driven churn
- Real-time high churn risk campaigns
- Churn path recognition - what leads to churn



Big data enabled CRM in the future



- Use and correlate customer behavior data hidden in the logs
- Hypothesis before analysis
- Big data in all CRM domains: retention , experience , segmentation , campaign management



Infigo CRM analytical solution



- E-channel analytics
 - Understand customer behavior on online channel identifying sales opportunities
- Churn prediction
 - Detect potential churners and act upon it
- Customer Experience
 - Correlate errors from customer equipment (e.g. routers , STB – Telco) find root causes of customer problems
- Interconnection fraud management for Telco
 - Detect fraudulent behavior
- Other big data applications cases from other domain
 - Fraud management (FM)
 - Anti-money laundry (AML)
 - E-merchant monitoring
 - Security Information and Event management

Thank you!

INFIGO IS sh.p.k.

Rr. Bardhok Biba, Pll. Hodaj,
Shk. A, Ap.8

Tirana

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