# Empower the enterprise by gaining customer insights through analytics
## DXC Customer Analytics

Leverage the power of analytics to unlock data's value to attract new customers, increase wallet share and deepen customer relationships.

**Benefits**

- Gain an integrated view of the customer.
- Operationalize decision automation.
- Increase your responsiveness to customer expectations.
- Personalize and transform the customer experience.
- Build resilient, long-lasting relationships.

**Industry list**

Examples of industry use cases:

- Insurance
- Banking and Capital Markets
- Communications, Media and Entertainment
- Automotive
- Travel and Transportation
- Retail
- Consumer Packaged Goods
- Healthcare and Life Sciences
- Energy

**Get to know today's customers**

Customers today are more informed and empowered, demand speed and consistency, and need to feel valued. Social media, digital channels and the internet of things (IoT) significantly extend touchpoints beyond traditional retail and contact centers. These technological advances raise customer purchasing and service expectations, while easy access to alternative providers lowers the cost of switching, placing pressure on retailers to increase customer intimacy. Unfortunately, companies often lack the analytical insight — as well as the skilled resources — needed to use information as a competitive advantage.

**Understand your customers, transform their experience**

In today's competitive marketplace, leaders must constantly come up with new ways to maintain their edge.

Although most companies have integrated their traditional data, challenges still exist with integrating customer touchpoint information from social media, digital channels and locational data. Doing so enables you to create a single source of truth and turn data into holistic customer insights.

With better customer insights, you can improve customer intimacy through personalized marketing that leads to higher retention and acceptance rates. A centralized analytic model management approach shortens time to intelligence, increasing your responsiveness to customer expectations. Creating personalized, engaging interactions and providing unique services requires decision automation and timely distribution of customer insights to all communication channels.

**Realize substantial business results**

With DXC Customer Analytics, you can realize your customer strategies and achieve measurable business benefits:

**Attract customers** — One online retailer chose DXC Technology to manage its complete buying profile and social media presence. Specific purchase recommendations increased conversion rates by 5 to 10 percent, resulting in several million dollars in additional annual revenue.

**Increase revenue** — A large network provider worked with DXC to identify customer behaviors to drive value in the form of average revenue per user. This insight helped the company focus interactions for higher revenue uplifts and a better revenue-to-cost ratio.

**Retain customers** — Another global retailer worked with DXC to engage with its customers and grow loyalty by tracking real-time preferences, behavior, use, location and demographics. This enabled the retailer to recommend customized promotions to increase customer loyalty and reduce churn.

**Use customer insights to gain competitive advantage**

**Achieve an integrated view of the customer** — We combine social, mobile, behavioral, locational and digital data sources with your enterprise data to deliver holistic insights across multiple channels and touchpoints.

**Gain scalability** — We offer a centralized approach to managing analytic models, providing a deeper, more accurate understanding of customer value and behavior, higher efficiency in analytic model management and support, and a more scalable deployment of customer insights.

**Operationalize decision automation** — We integrate decision automation and propagate new customer insights across all customer touchpoints and business applications for relevant customer recommendations and superior customer experience. DXC is one of the world's largest IT systems integrator, with extensive experience in embracing and extending your existing digital ecosystem.

**Benefit from our flexible delivery options and proven experience** — We offer tiered service solutions, from proof of value to full-scale analytics industrialization, and the flexibility to deploy on-premises, as-a-service or hybrid models through DXC Analytics Platform, to meet business and IT requirements. We have delivered analytics products across every major industry using all forms of technology and partners.

**Build long-lasting customer relationships**

For lasting success, organizations need to build resilient and long-lasting customer relationships. By looking at early warning signs, your organization can get ahead of the curve by identifying customers that require extra attention, and then responding with the type of personalization that fosters loyalty.

DXC Customer Analytics helps you efficiently convert leads into new customers by identifying lucrative segments for target marketing. The solution also provides you with a better understanding of consumer behavior, creating personalization and next-best offers to develop an engaging relationship, while increasing your customer's value to your company.

**Rely on DXC**

Serving more than 900 analytics clients worldwide, have deep industry and domain expertise in analytics, business intelligence and data management. DXC gives you the right blend of onshore and offshore models to deliver large scale, cost-effective solutions. Our DXC Analytics Data Lab has more than 200 dedicated AI professionals and data scientists with PhDs, master's and MBA degrees in statistics and mathematics.

DXC's consultants have more than 18 years of analytics experience partnering with Fortune 500 clients worldwide, and more than 200 business-driven use cases relevant to your industry and functional needs. The DXC Analytics Platform takes the complexity out of analytics with a fully managed, industrialized solution that incorporates the latest technologies from market-leading partners.

**Engage with us today**

Let DXC analytics consultants apply industrialized analytics and artificial intelligence (AI) techniques and get started on improving your business operations by scheduling a Data Discovery workshop. We apply data science on our Analytics Platform that helps your organization extract insight from its data. With this insight, you can acquire new customers, increase wallet share and profitability, and create more resilient and longer-lasting customer relationships.

**Learn more at www.dxc.technology/ analytics**