

Smartphone Sensor Analytics

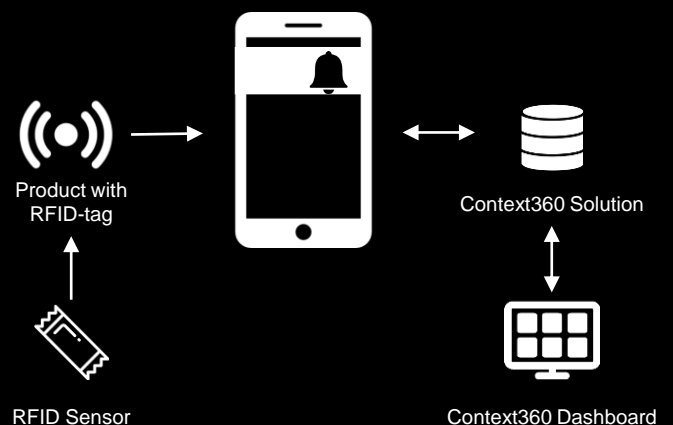
Generating New Customer Experiences

The usage of mobile phones has changed over the years: started as communication device, mobile phones became smartphones and support us in all areas in life as a mobile, web-enabled mini computer. We use our smartphone to keep track on news from around the world, to do our shopping and share our experiences with friends. This mobility and the increasing technical progress enable new opportunities to gather and analyze data to enable a more customer centric offering and create new customer experiences.

DXC Technology has developed a mobile application for consumers to keep track of their food items purchased and consumed. The application tracks every item in the refrigerator or in the pantry and any product package that is thrown away using RFID technology. By that the purchase of food can get replaced in a subscription model using the knowledge of what is consumed. Extending the application with the sensor analysis technology of Context360 provides new customer insights and allows for more customer specific recommendations and offerings.

Benefits

- ▲ Connects companies with their customers by enabling them to gain deeper insights and predictions into user patterns and interests using different data sources
- ▲ Consumer goods manufacturer are able to deliver a new customer experience, allowing to analyze and predict the consumption of goods



context360

- ▲ California, USA | 2012
- ▲ Autonomous personalization solution for mobile marketers (Senselytics™)
- ▲ Delivers contextual information from smartphone sensors

