

CRM Implementation

Building On Previous Analysis
Fundamental Principles



The Single Customer **View**

By combining Momentum Analytics' topline and further analysis principles, a business can be in an incredibly strong situation, in a relatively short space of time

Data should now be cleansed, optimised, improved and be providing genuine insight that translates to an increase in revenue

However, the majority of insight and analysis will still be generated at a relatively generic level. The insight is still incredibly valuable, but personal contact with the client might still be missing

The creation of an SCV, or single customer view, is a critical piece of this jigsaw



Turn A House Into A **Home**

Utilising a mixture of analytics and research will allow a business to fully understand their customer base, and market to them in a highly personal manner

A loyalty scheme, for example, may have details of one member of a household

However, through analytics and research, a business can begin to identify the size of this customer's "house", and the potential custom that might exist



By creating a single customer view, a house can be slowly converted through a combination of contact strategies and campaign activity, turning a customer house into a loyal "home"

This complex approach is mostly suitable for businesses that have large customer volumes, a number of different retail channels and the capability to implement a scheme built around membership, account ownership or a loyalty scheme;

- Large Scale Retail
- Sports Clubs
- Subscription Entertainment
- Communications



Real-World CRM **Implementation**

This critical insight can drive understanding of:

- Personal, rather than generic, purchase patterns
- Key category groupings within any environments
 - product groupings in retail environments
 - packages in sports environments
 - best package recommendations in a communications environment
 - even course recommendations in an Educational environment
- Product performance hierarchies
 - identify best / worst sellers to increase ROI
- Assist in stocking and merchandising of products
- Seasonal requirements of consumer offerings
- Challenge common-sense assumptions
 - in a sports environment, are more shirts sold before the start of the season?
 - the answer can critically alter sales and marketing understanding of the market
- Efficient purchasing from suppliers
 - reduce outgoings and increase storage efficiency



One Final **Thing...**

Our Philosophy

- Build, develop and maintain a close consultant / client relationship
- Identify, discuss and apply the learnings to the business
- Ensure that the end point is always actionable insight and business-critical solutions
- Most importantly, results and resolutions built around your requests, tempered with our experience

We won't tell you what you need; Just work with you on what you value

For more information, please email Momentum Analytics : contact_us@momentumanalytics.co.uk

Alternatively, why not call Momentum Analytics on 0161 408 4985, or 07595 381 462

We would be more than happy to meet you and discuss your plans for the future

Give your business **Momentum**



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