



## Putting the customer first.

### Client

Global Electronics/IT Giant

### Project

Data Integration and Analytics

### Highlights

- Analyzed, synthesized, and generated intelligence for very large volumes of data from various source systems
- Provided a holistic overview of the client's customers to increase service quality within the organization

Making the most out of customer data to enhance decision-making capabilities

## Client Challenge

The client wanted Sales & Marketing teams to have a 360° view of their customers, which would provide a never-before-seen perspective about the customer. The resulting insights would be based on customer purchase data, quotes, and service transactions.

To facilitate this vision, the client first had to assess billions of records, synthesize data from several structured and unstructured sources, and derive analytics on an ongoing basis.

## Mastech InfoTrellis Solution

We provided sales representatives and marketing professionals with a Customer Dashboard, embedded into Salesforce. This was the foundation for omni-channel sales and marketing, advanced analytics, and data science, which helped provide a holistic view of the client's customers.

## Outcomes

Our solution helped provide rapid, accurate, and reliable analytics on recent customer transactions, enable intelligent call routing and prioritization, personalization, and cross-device marketing, thus empowering more than 22,000 sales and marketing employees make tailored customer decisions. This resulted in increased customer satisfaction and greater sales opportunities for the client.