

profusion



Customer targeting engine

When is the best moment to target
your customers to trigger a new sale?

Data
influenced
journeys





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We can build a model that increases your conversion rates by identifying the best 'window of opportunity' for you to contact a customer, based on when they are most likely to buy.



Challenge

Rolls-Royce Motor Cars asked us to design a model that could predict when its customers are likely to buy a new car – and so increase revenue and customer loyalty.

- For a high-end luxury automotive manufacturer like Rolls-Royce, most customer purchases are impulsive and spontaneous. Many are one-offs. So it's harder to predict when a customer will buy
- The holy grail for this organisation is converting an existing Rolls-Royce car owner into the owner of a second, third or fourth model. This equates to a loyal, repeat customer that chooses this high luxury car brand over competing brands
- Rolls-Royce needed to provide better customer experience. If a customer is contacted at the right moment, they are more likely to convert to a loyal repeat customer

Solution

The number of cars sold in the high-end luxury market is relatively low compared to other retail sectors, but a very small volume of sales increases profit greatly. A few additional sales really matter and make the difference between meeting and missing sales targets.

- We had to find a way to collect higher quality data, since greater data accuracy can lead to more accurate models. As with most data science projects, this required a lot of data cleaning – 'a housekeeping' task. First we had to de-dupe the customer database over a period of two months before we could do any type of modelling.
- Specifically, we designed a fuzzy matching de-duping algorithm to cleanse the customer base and harmonise the available data. This can be a complex task, for example where names have been misspelled or multiple mobile numbers exist for one customer. So we created a robust single customer view.

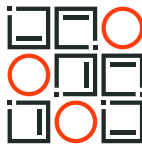
- We also built a tool that would capture additional data points for the car dealers to exchange with Rolls-Royce and create a seamless flow within the selected CRM software. This helped to enrich the data.
- The next step was to obtain a reliable prediction, particularly in a customer base where the vast majority of customers have made just one purchase. To tackle this, we designed a sophisticated model using a combination of unsupervised and supervised learning methodologies.
- Through our model, we were able to use data in a smart way to increase conversions by recommending – within Salesforce – which customers are likely to buy again and when.

Impact

This work has led to an increase in the number of sales opportunities and conversions. By providing and enriching the single customer view to car dealers and to the business itself about its customers, prospects and opportunities, Rolls-Royce has gained a competitive advantage.



We delivered a bespoke de-duping algorithm that spotted over 5,000 duplicates with above 99% accuracy



The customer targeting engine predicts the exact time period in which the next purchase is made, with 75% greater accuracy than any previous attempt by the company



After just three months, our recommendation system helped generate more than a fifth of the opportunities created and more than £1 million in sales

Wired to solve problems

We're a clever team of specialists in data engineering, BI, data science and multi-channel marketing communications.

Blending real 1:1 messaging, AI, machine learning and human imagination, we connect people with your brand. This drives exceptional customer experience and loyalty.

We were the original UK partner for Adobe Campaign. We've nearly 20 years' experience in data management, automation and customisation of enterprise data management and marketing other platforms.

Fuelled by inquisitiveness, forward thinking and excitement at the advancements of technology, we're entrepreneurial, adventurous and we make stuff happen.

We help clients get under the skin of a human being's emotional narrative – their story – and see what's important to each customer.

Our clients trust us for our responsive, personal and upfront approach to help them create smart, highly targeted communications.

Stay connected to discover more inspiring guides and stories within our 'knowledge think tank'.



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