**Research :**

We have considered a lot of white paper published by the welknown researchers , companies who have been providing this kind of solution.

1. <http://www.statsoft.com/Portals/0/Downloads/pdfs/StatSoft-Brochure-Wallet-Share.pdf>

2. Sas – Communications increases average revenue per user

<https://www.sas.com/content/dam/SAS/en_us/doc/solutionbrief/communications-increase-average-revenue-per-user-104698.pdf>

**PSW Questions:**

**Issue Tree Questions :**

**Script:**

**What should be our approach?**

Subscribers have a variety of products and services, and they interact with multiple departments – billing, sales, marketing, customer service, etc.

In addition to customer data from these departments, there are also call detail records (CDRs), trouble tickets and external data.

But none of the data is integrated, nor is it analyzed sufficiently to be of much use. Without comprehensive customer data, models cannot be very effective or accurate. We approach the problem by delivering software and services to help you: •

**Gain a holistic view of the customer** across business units and service lines, and integrate third-party data for more effective targeting, using data management capa-bilities that also let you identify and remove duplicate customer records.

**Create more targeted and granular customer models for cross-sell and up-sell** based on predicted behaviour and value using data mining, a communications-specific customer model, social influence analysis, and cost and profitability analysis.

**Connect the right offers to the right customer segments via the right channel** with campaign automation and optimization capabilities that let you maximize ARPU and factor in constraints, such as contact policies, channel and budget. SAS also provides you with an evolutionary growth path that lets you address your most critical business issues right now and then add new functionality over time as your needs grow and change.

**Understand Your Customers**

Following questions embedded within historical data:

––Who are my best customers? Are they homogeneous or in multiple distinct categories?

––Which products do they have now?

––To which offers are my segments of best customers most receptive?

––What behaviours predict when a customer is about to close an account?

Deliver the right level of customer service to increase products per customer and increase profits.

**Empower Your Financial Consultants and Advisors**

Your company’s financial advisors will deliver better performance with an ongoing list of customers to contact with the optimal offer. Consultants will be more effective when provided with a proactive list of who to contact today and a compelling reason for the call.

Results: No more stale leads.

**Empower Customer Service**

When customers contact your company’s customer service representatives, there is an opportunity:

––To deliver the right level of service

––To learn more about each customer to expand your company’s knowledge about their preferences and objectives

––To raise awareness about relevant products targeted to each specific customer

The StatSoft analytics platform for banking improves customer service activities by providing real-time recommendations about the optimal level of service to deliver to the customer by computing a real-time customer’s lifetime value score. This score also drives more targeted up-sell and cross-sell offers to increase wallet share and lifetime value.

Results: The right amount of service for customer value.

**Increase Customer Loyalty**

Using analytics as the ongoing basis for decisions about whom to contact, when to contact, smart product recommendations, reasons to contact, service levels to deliver, and who should receive which offers increases

customer loyalty and your overall profitability. Empowered with the relevant information, financial advisors, customer service representatives, and marketing professionals are able to deliver more timely and relevant communications.