

# Session 1

(Customer Analytics)

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# Let me introduce myself



- Adjunct Professor, IE Business School
- Academic Director, UOC
- Visiting Professor, AGSM@UNSW
- Author of multiple articles and books
- International Speaker & Advisor

# How to contact me



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# What are we going to do



- 10 sessions in 10 days
- Introduction and simulation (several days)
- R/Rstudio (2 days)
- Customer Analytics algorithms (7 sessions)
- Grading: daily participation & individual assignment
- Every session has more (optional) recommended references

# From intuition to evidence

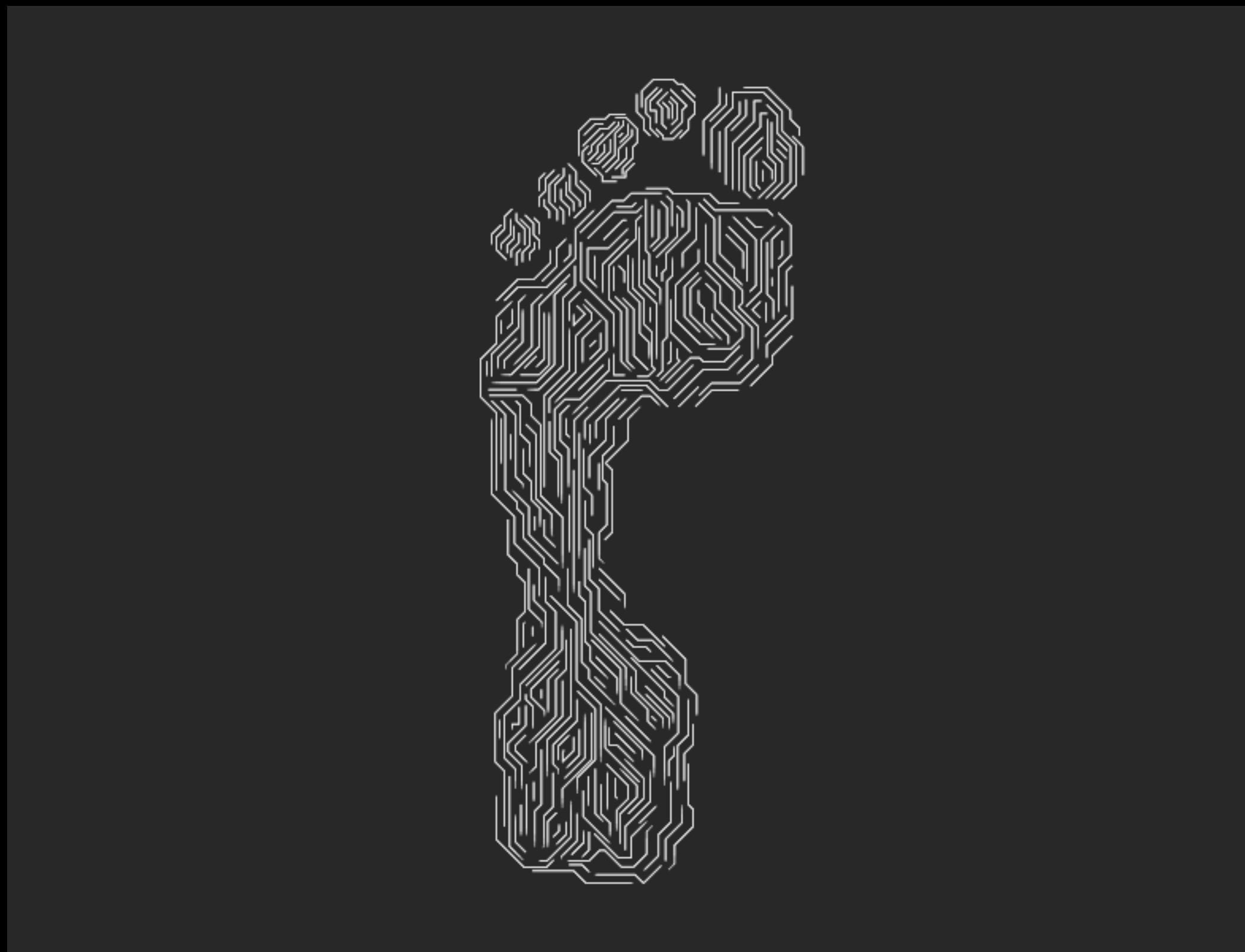


When we rely  
only on intuition,  
we are  
disappointed



When  
competing  
using  
Customer  
Analytics, you  
make actions  
based on facts

# The context



Every object, person  
and organization has a  
digital footprint

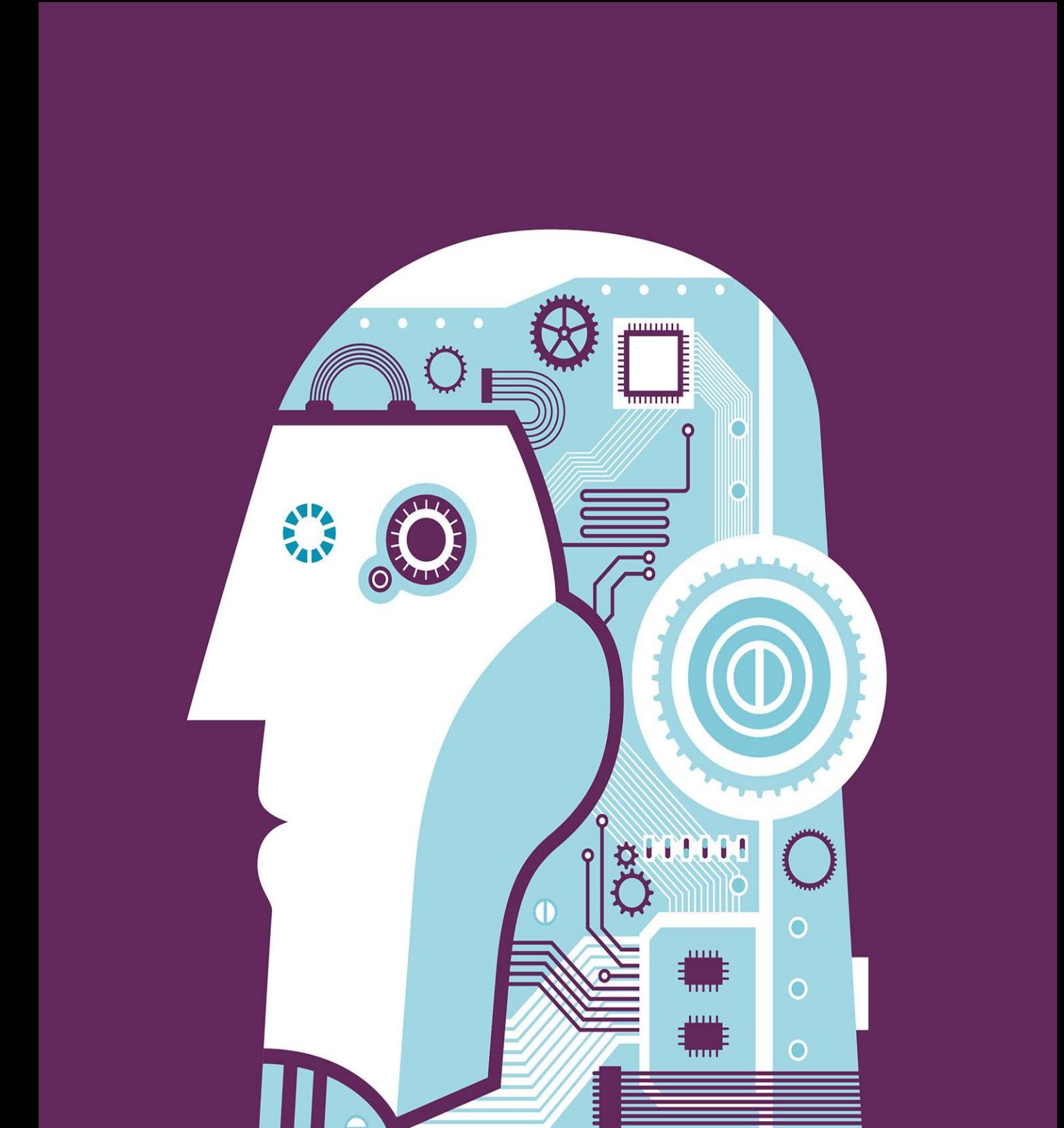


Industrial  
Revolution

ie



Information  
Revolution



Cognitive  
Revolution

# What is CA

# CA includes several approaches

## PSYCHOGRAPHIC ANALYTICS

Measuring people's attitudes and interests can provide deep insights about customer behavior.



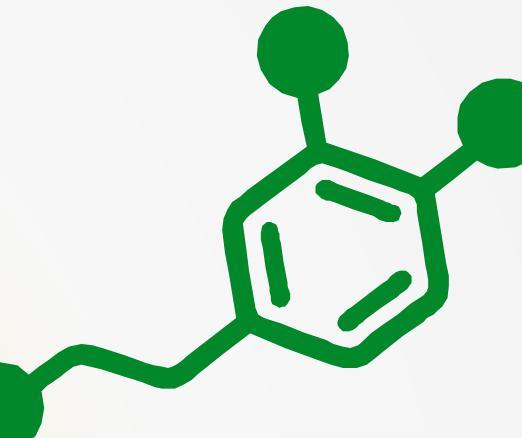
## DATA ANALYTICS

Demographic and contextual data can help us to analyze how population dimensions, dynamics of populations and environment affect customer behavior



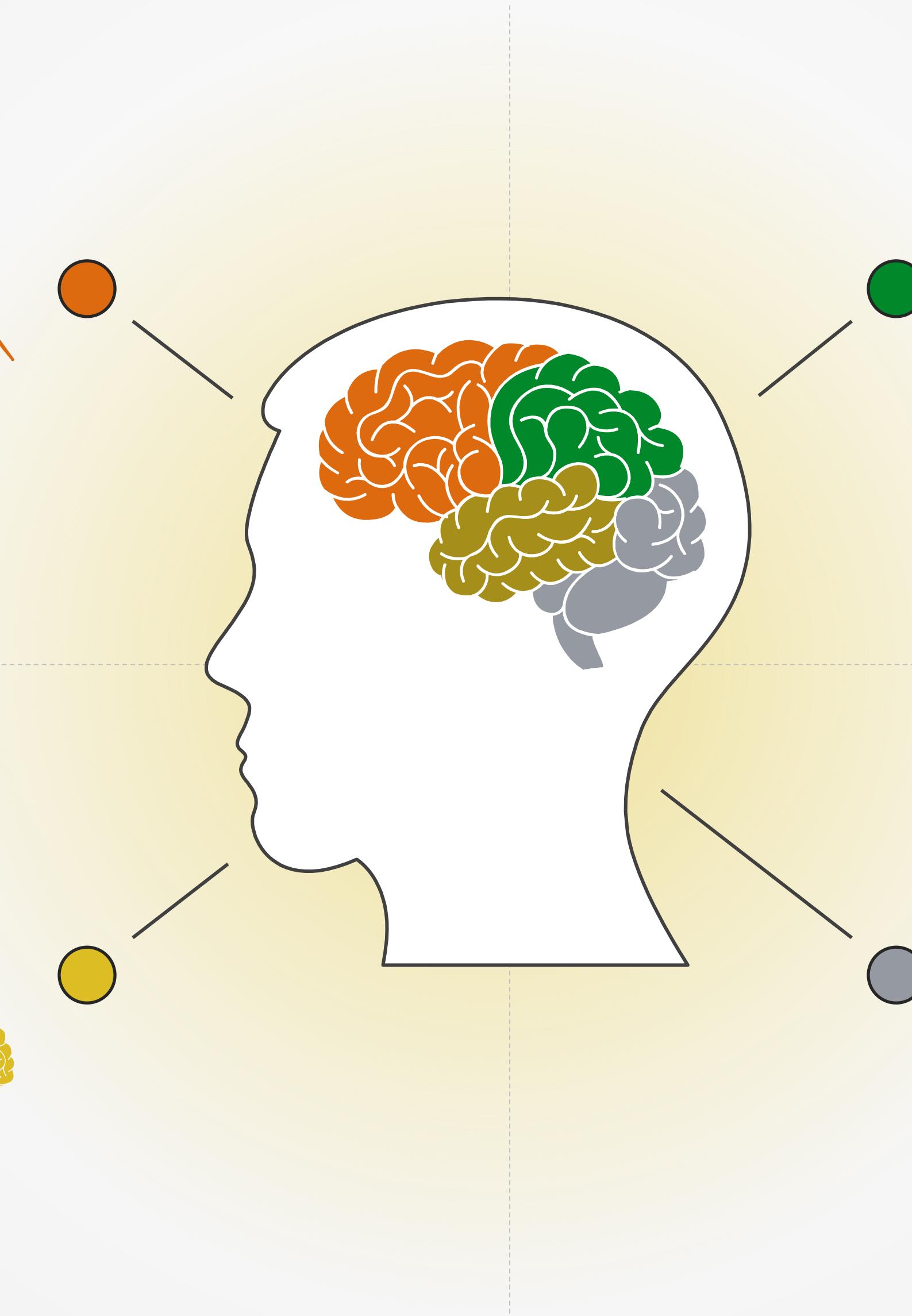
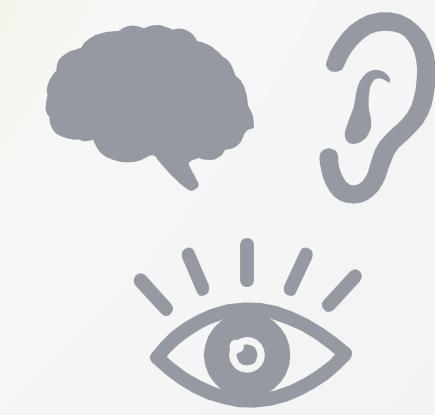
## BEHAVIORAL ANALYTICS

Understanding what people do and how they act based on their drivers. Clear pictures of their behaviors mean you can make informed deductions about why they feel about what they do and how they might feel in the future, given certain conditions.



## EMOTIONS ANALYTICS

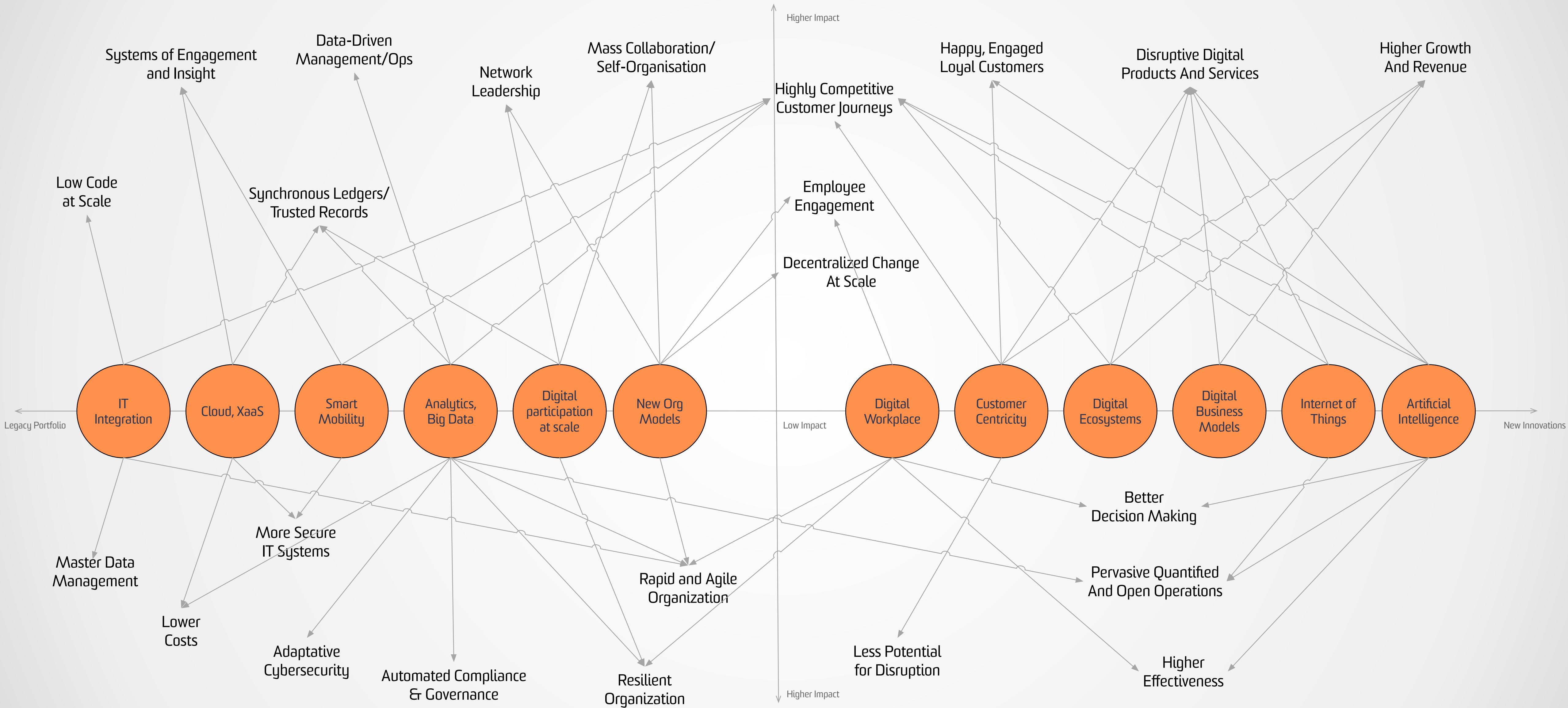
Facial expressions, voice and body language are innate to all humans and have been proven to be one of the strongest ways we express our emotions. **It's not what you say, but how you say it.** Expressions matter, as do the sentiment behind each encounter and the emotions raised. Emotion is entwined with the literal meaning of words used.



# CA strategies

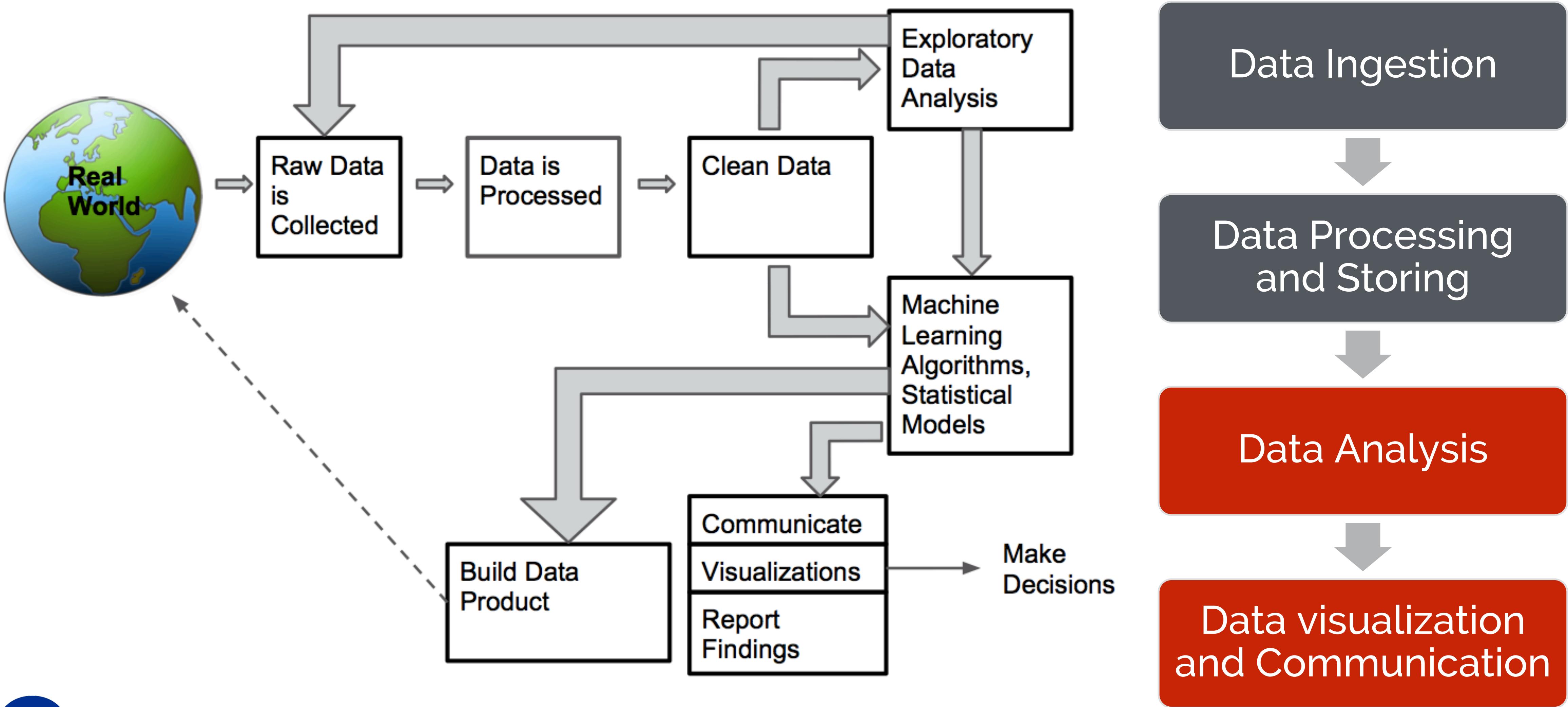


- Customer Acquisition
- Customer Development
- Customer Retention
- Acquisition-Retention Optimization



# How

# Customer Analytics in real life



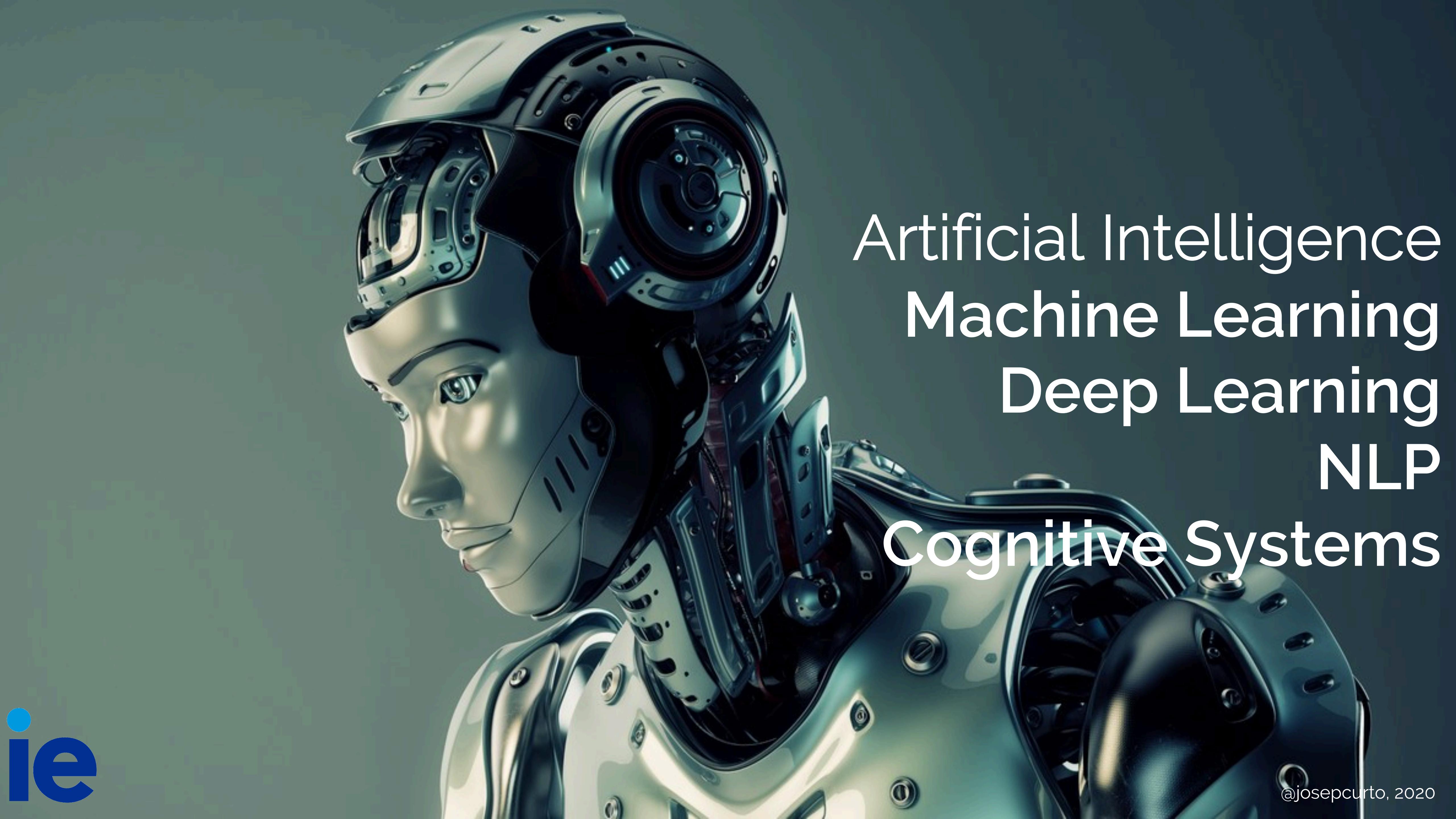
# We need technical capabilities



Business Intelligence

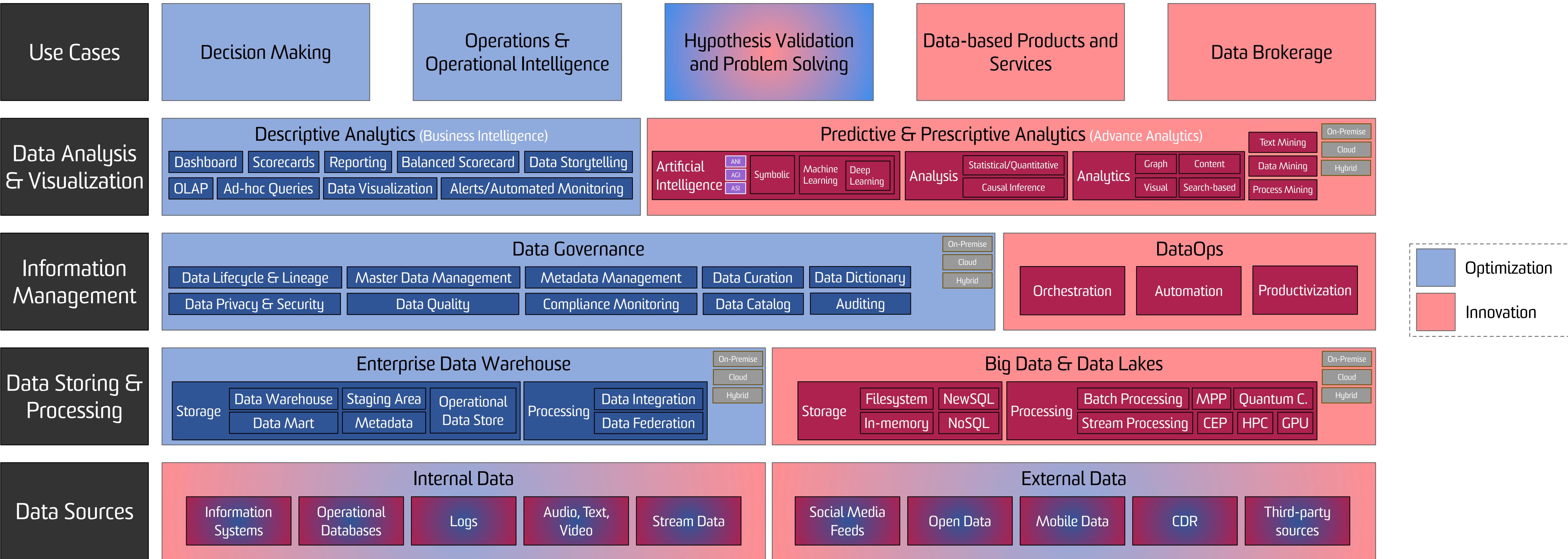
Business Analytics

Big Data



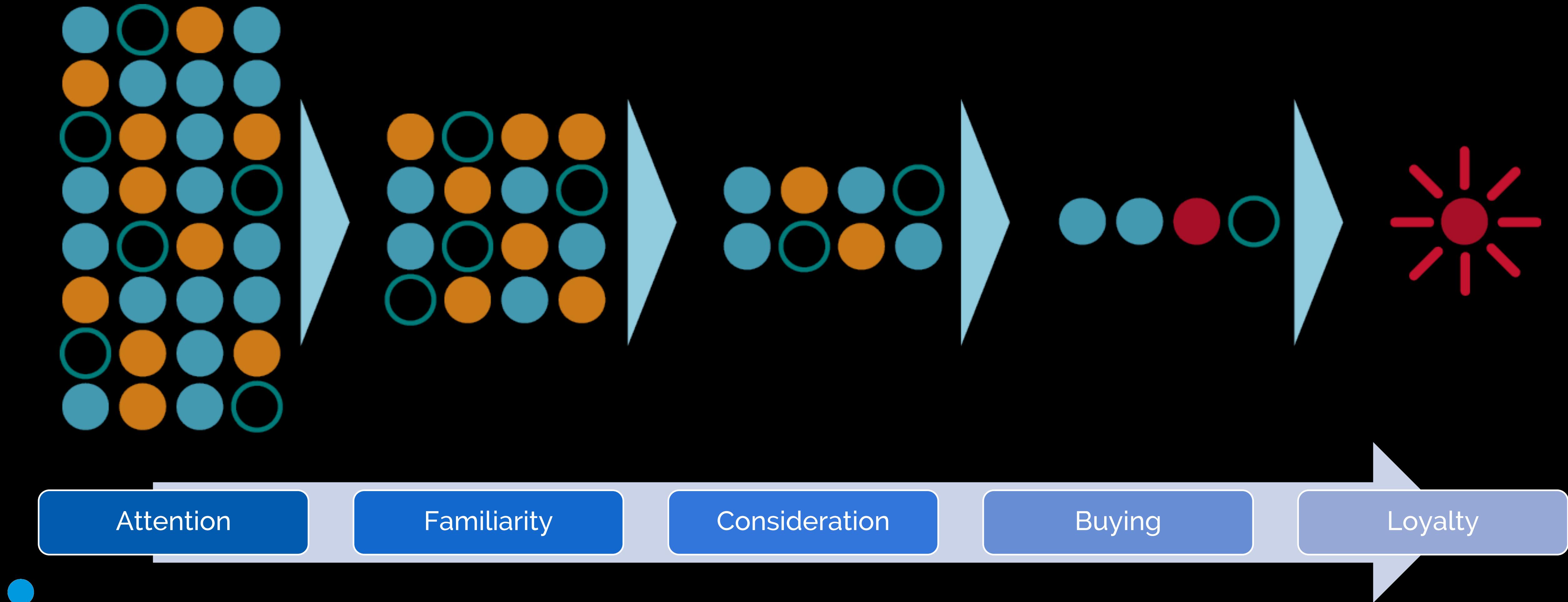
Artificial Intelligence  
Machine Learning  
Deep Learning  
NLP  
Cognitive Systems

# HOW



# Customer lifecycle

# We made a mistake

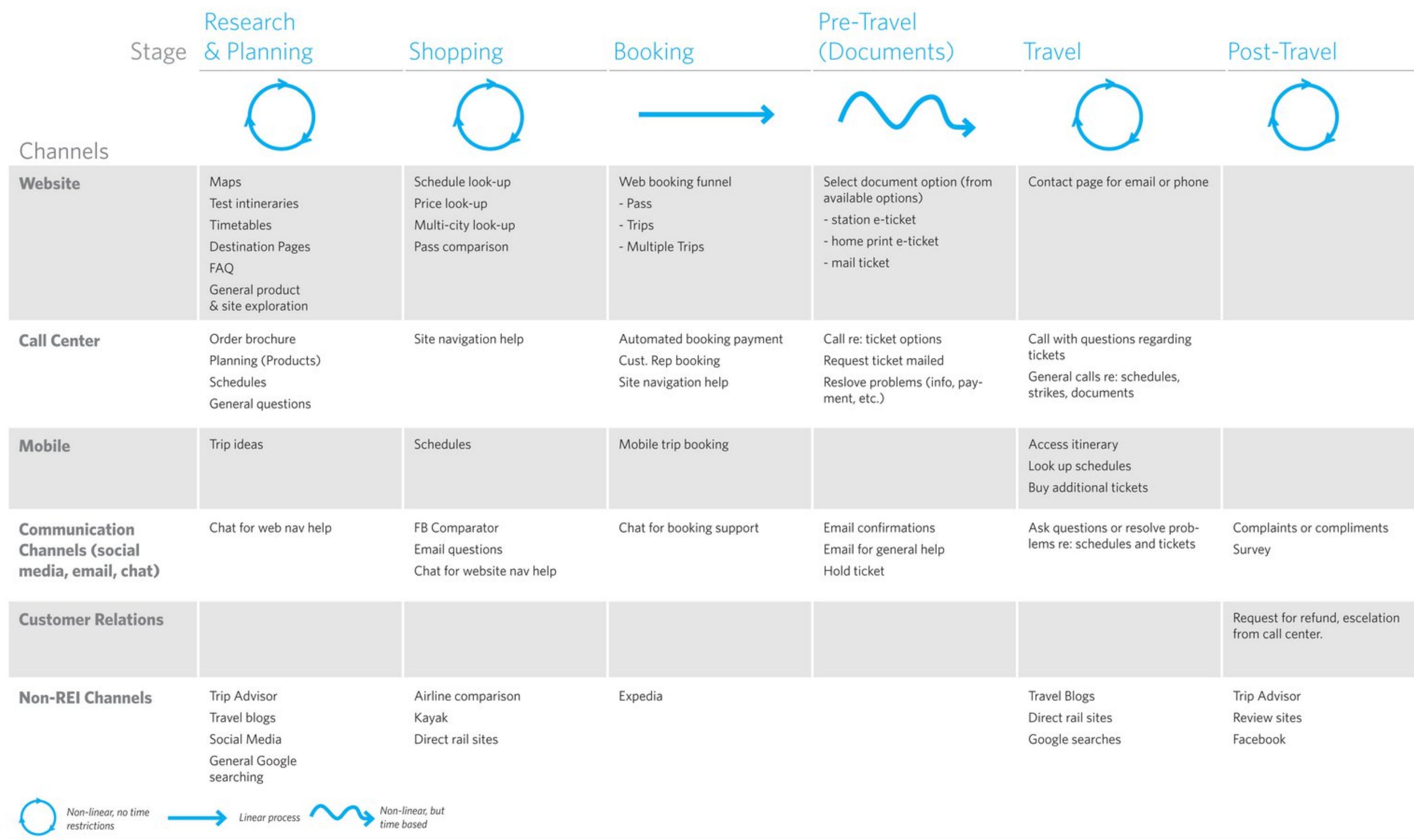


# But our customer do what they want

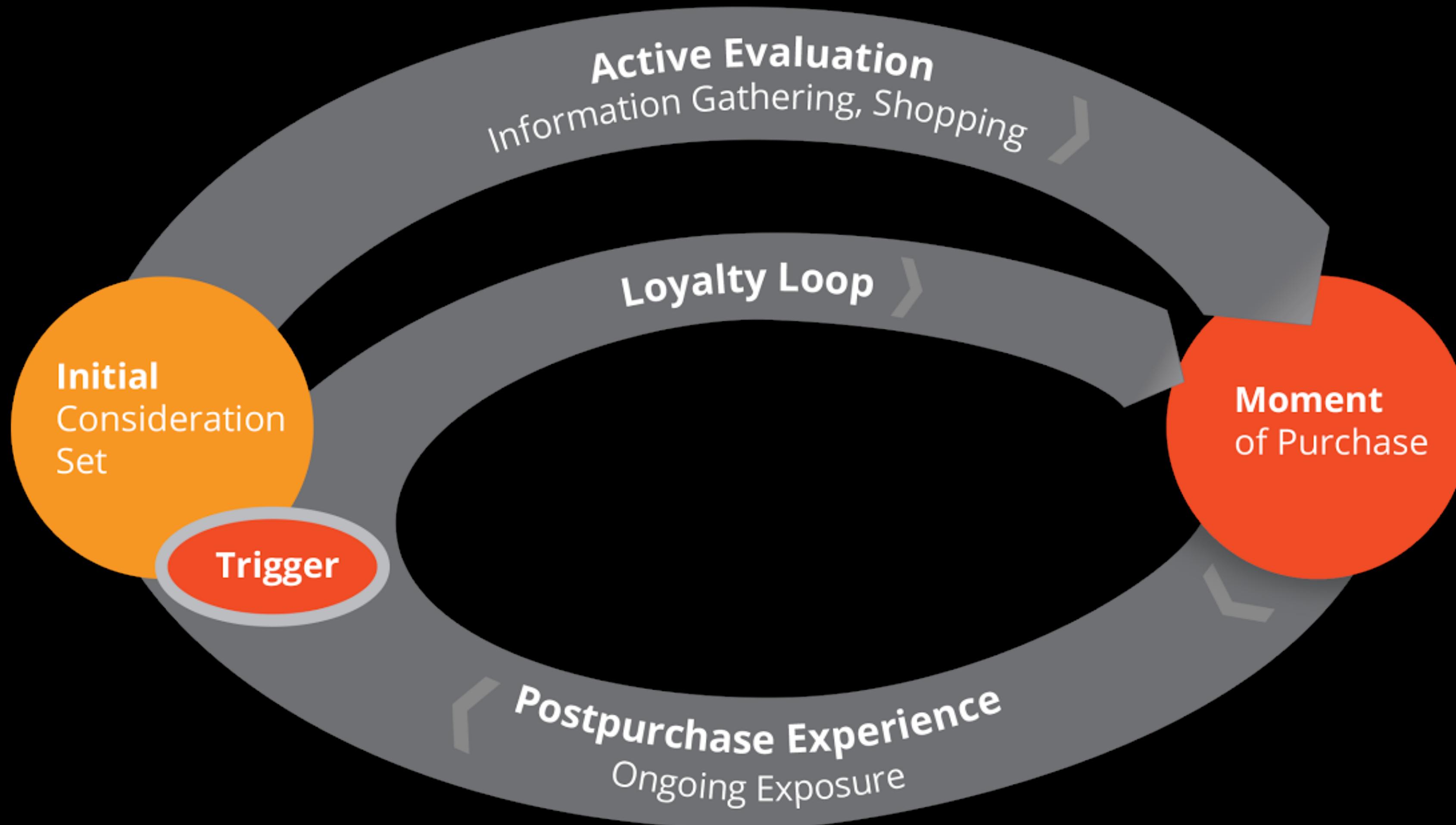


# And we call it Customer Journey

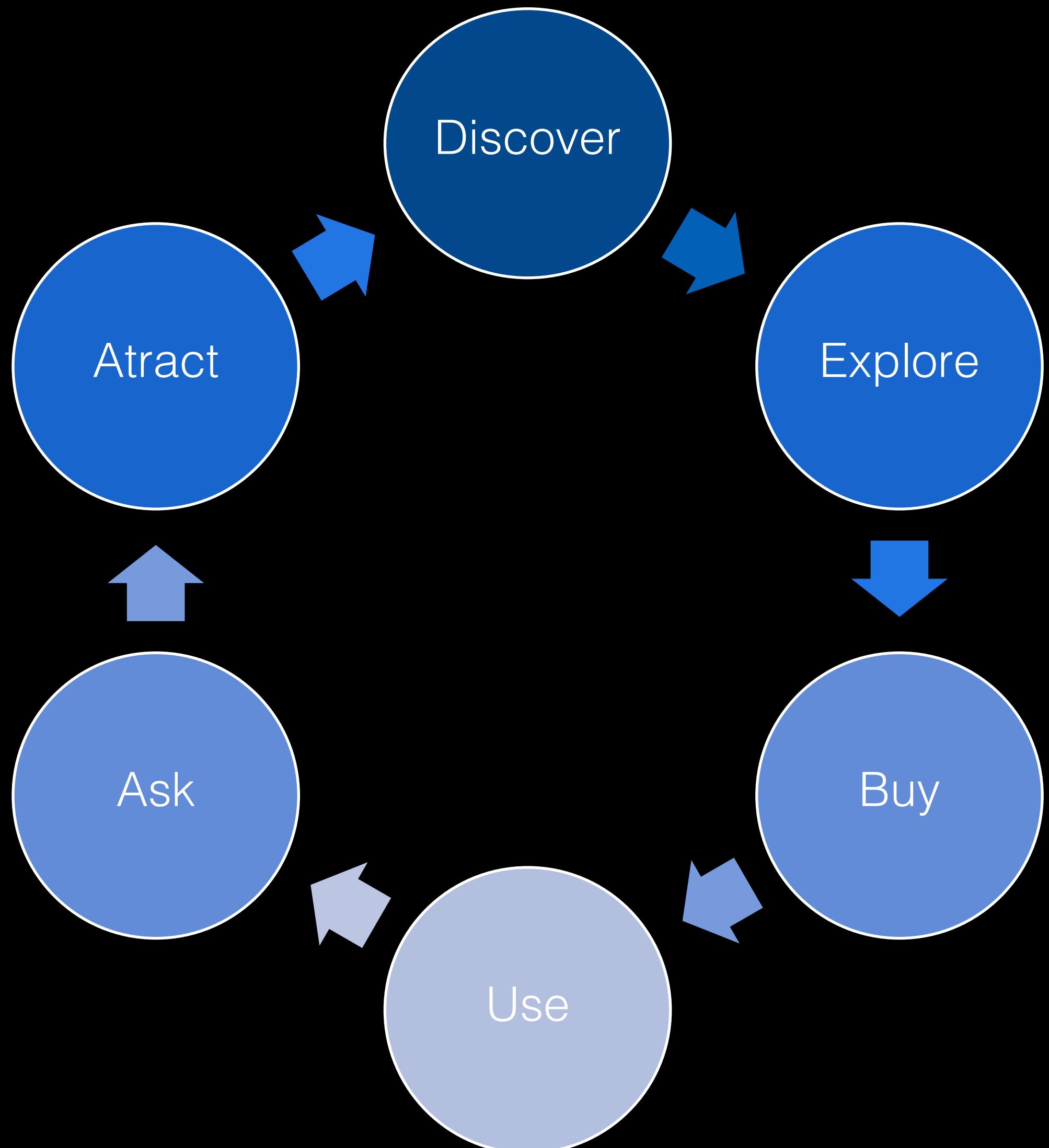
Rail Europe Touchpoints by Channel



# We are living in infinite loops

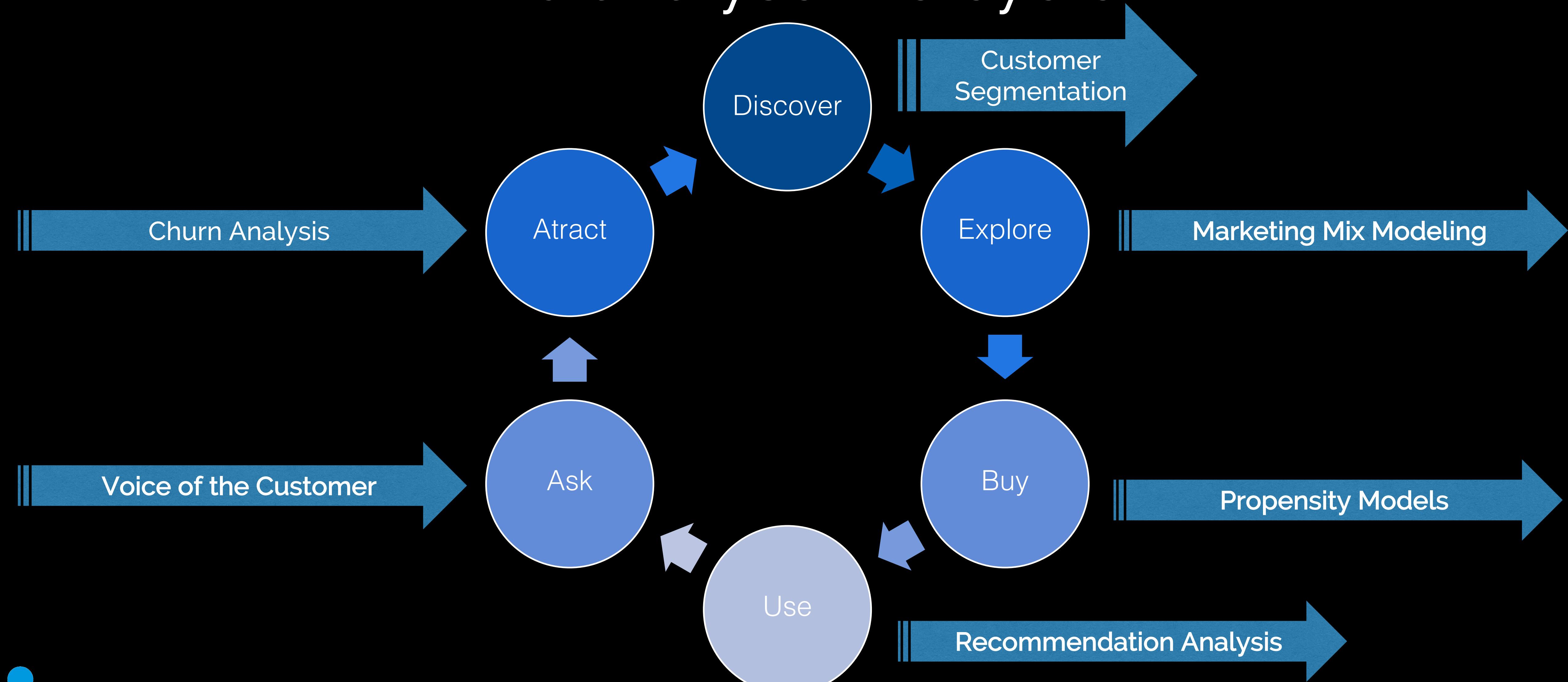


# What we can do?

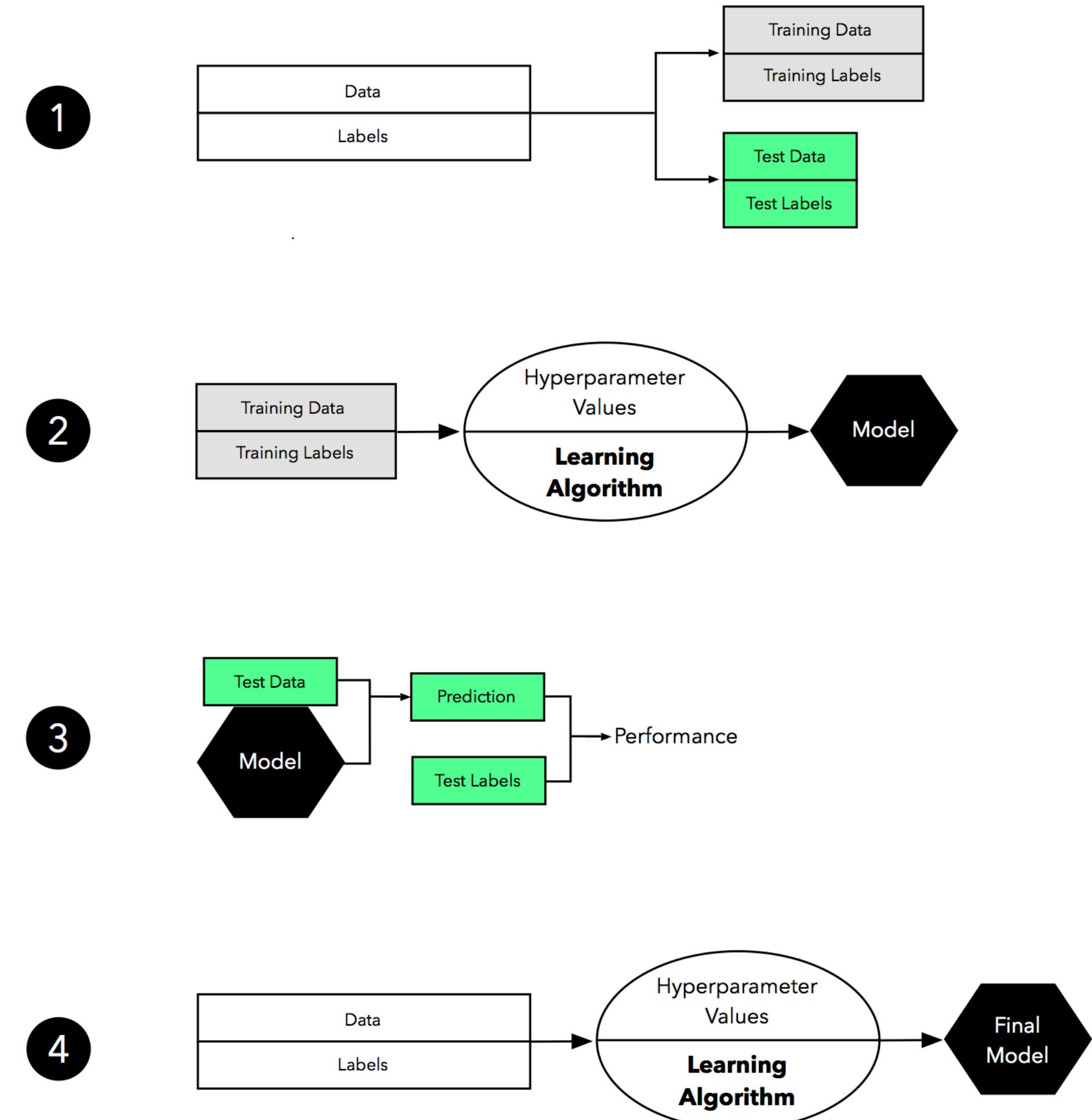
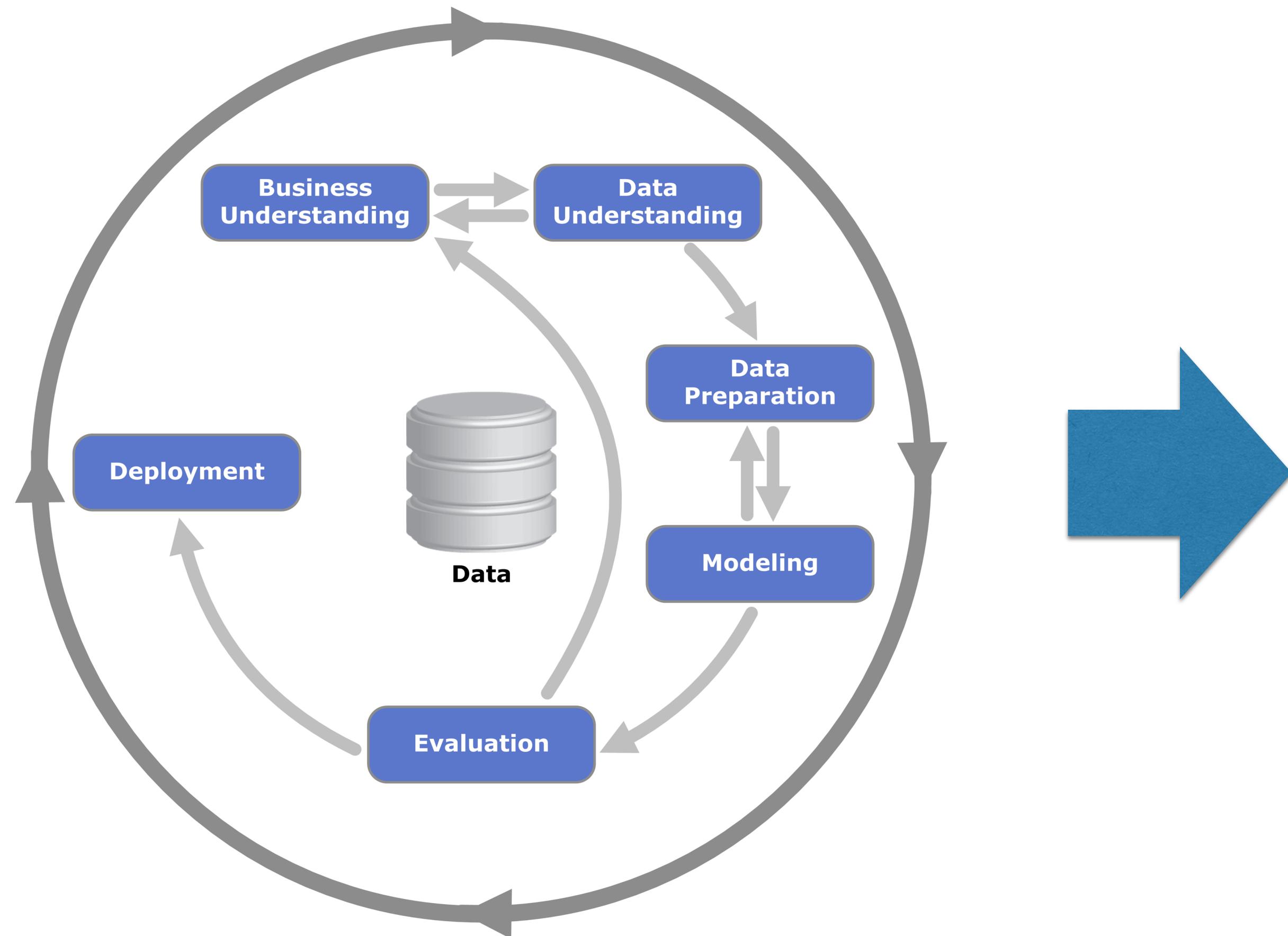


We need to identify the new cycle in our organization

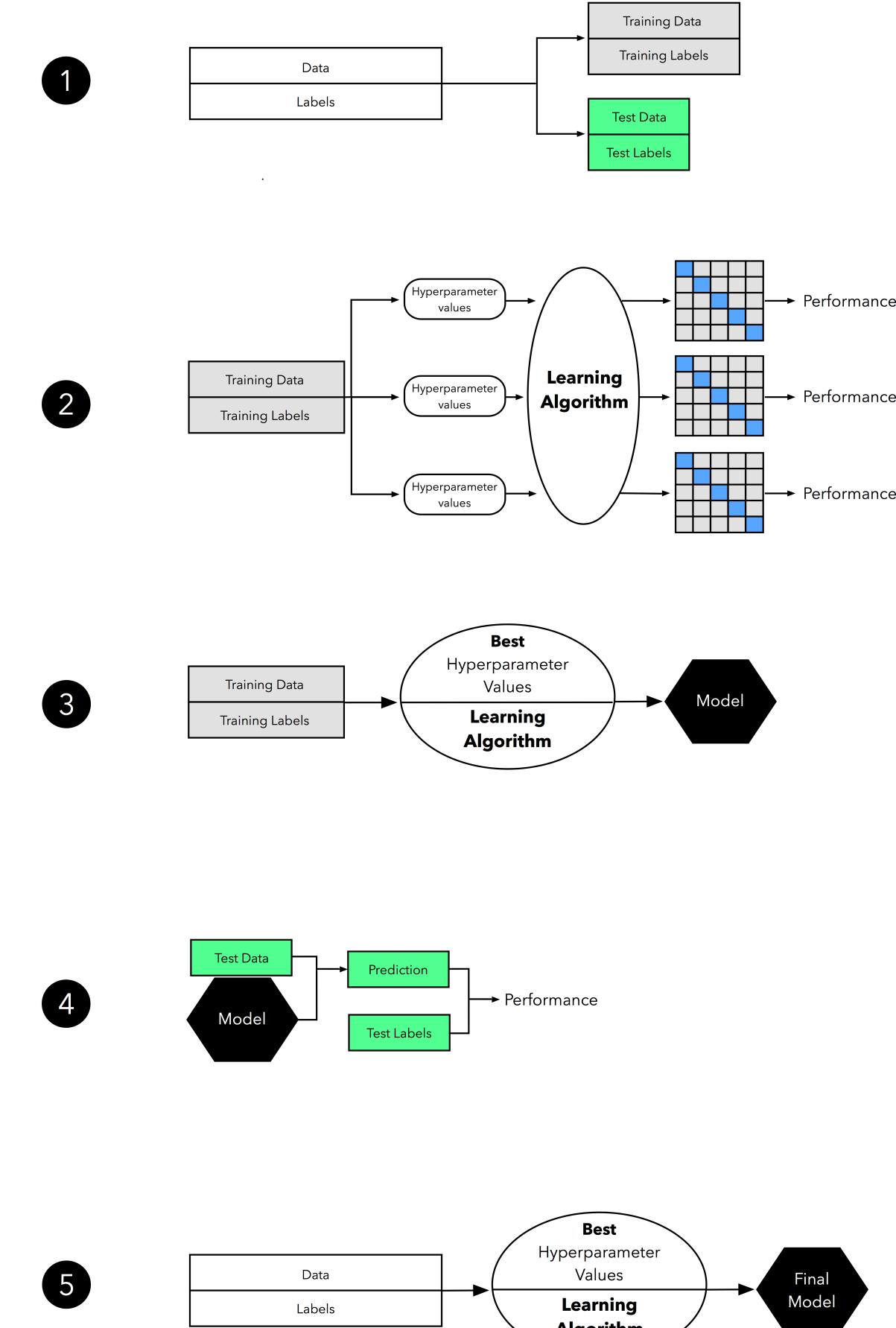
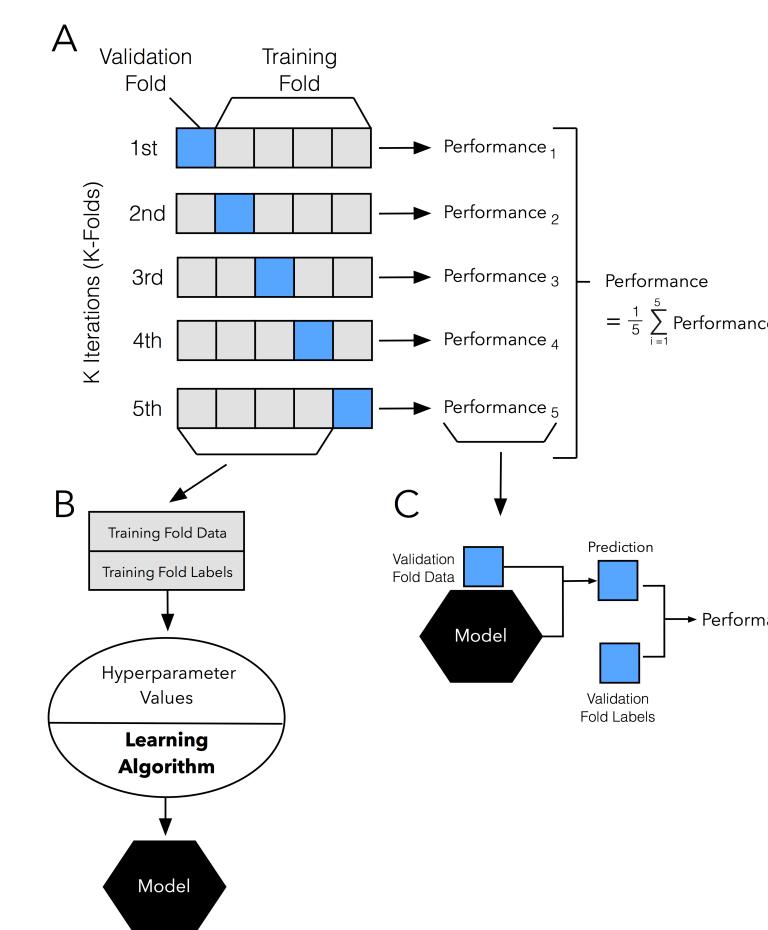
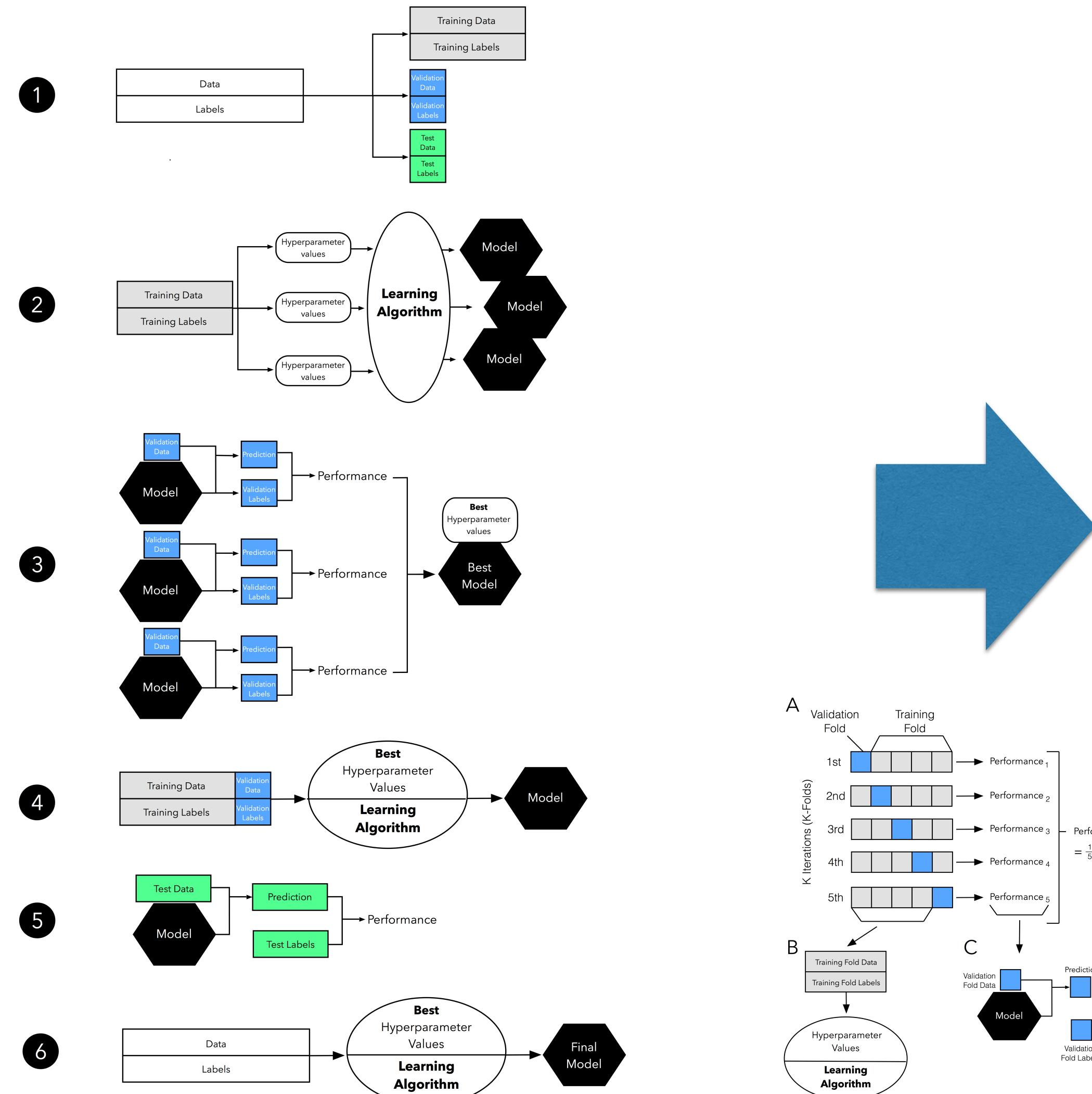
# And analyse the cycle



# Following a process (I)



# Following a process (II)



# Goal of CA



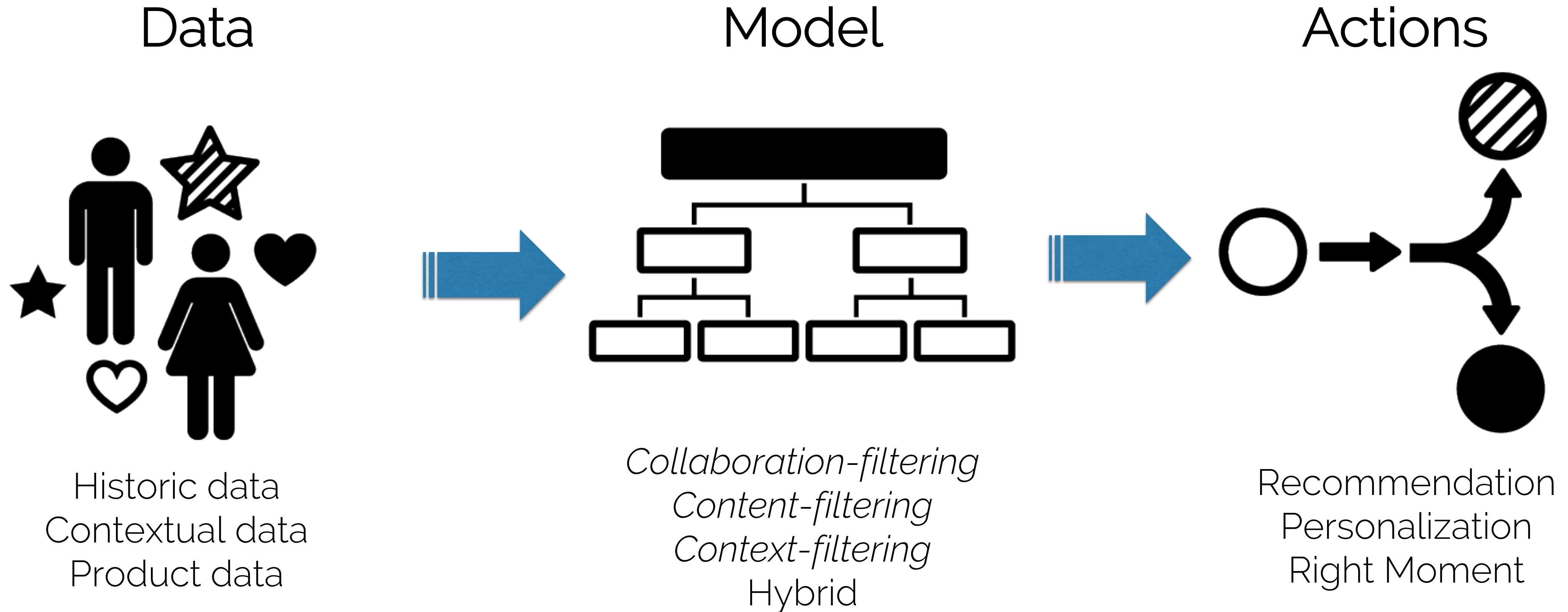
Generate  
Value for the  
organization  
and the  
customer

# What does it means value

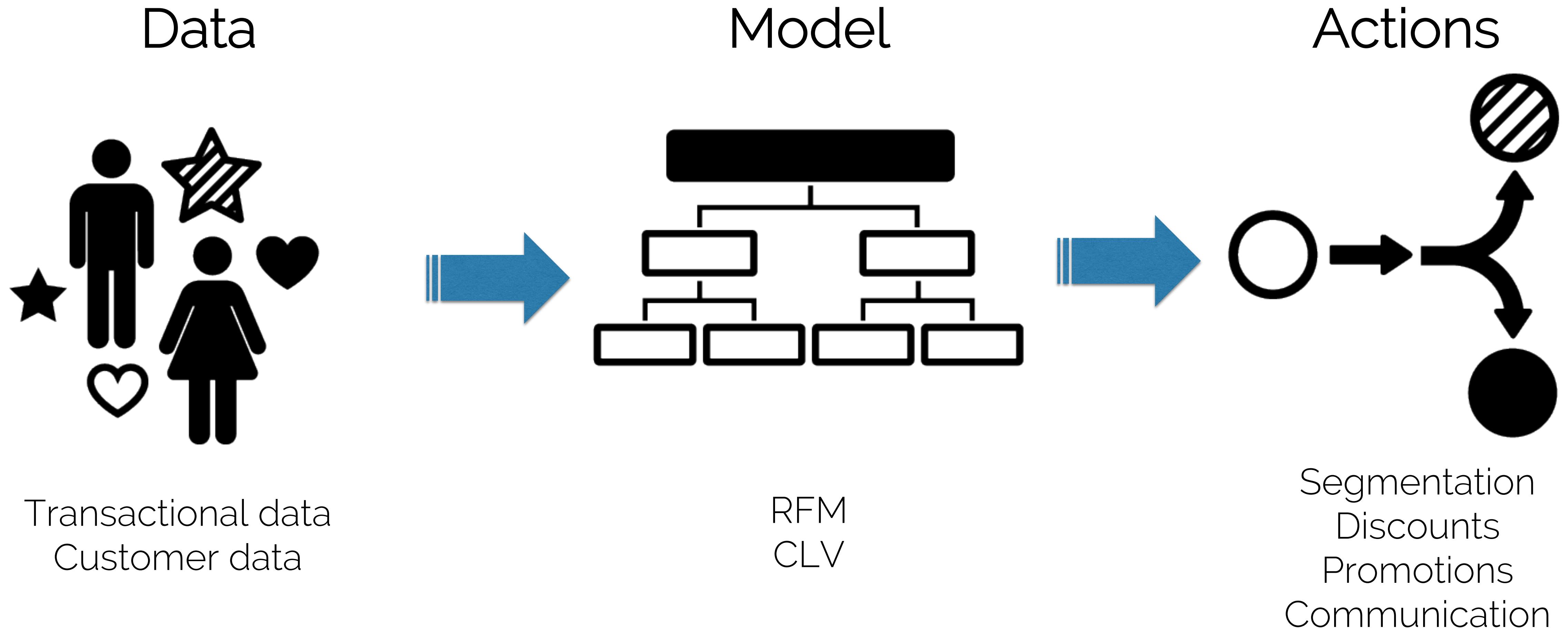


Customer Lifetime Value (CLV)  
Customer equity  
Value Proposition  
Customer Satisfaction  
Customer delight/sacrifice  
Switching Cost  
Customer Loyalty

# Value for the customer

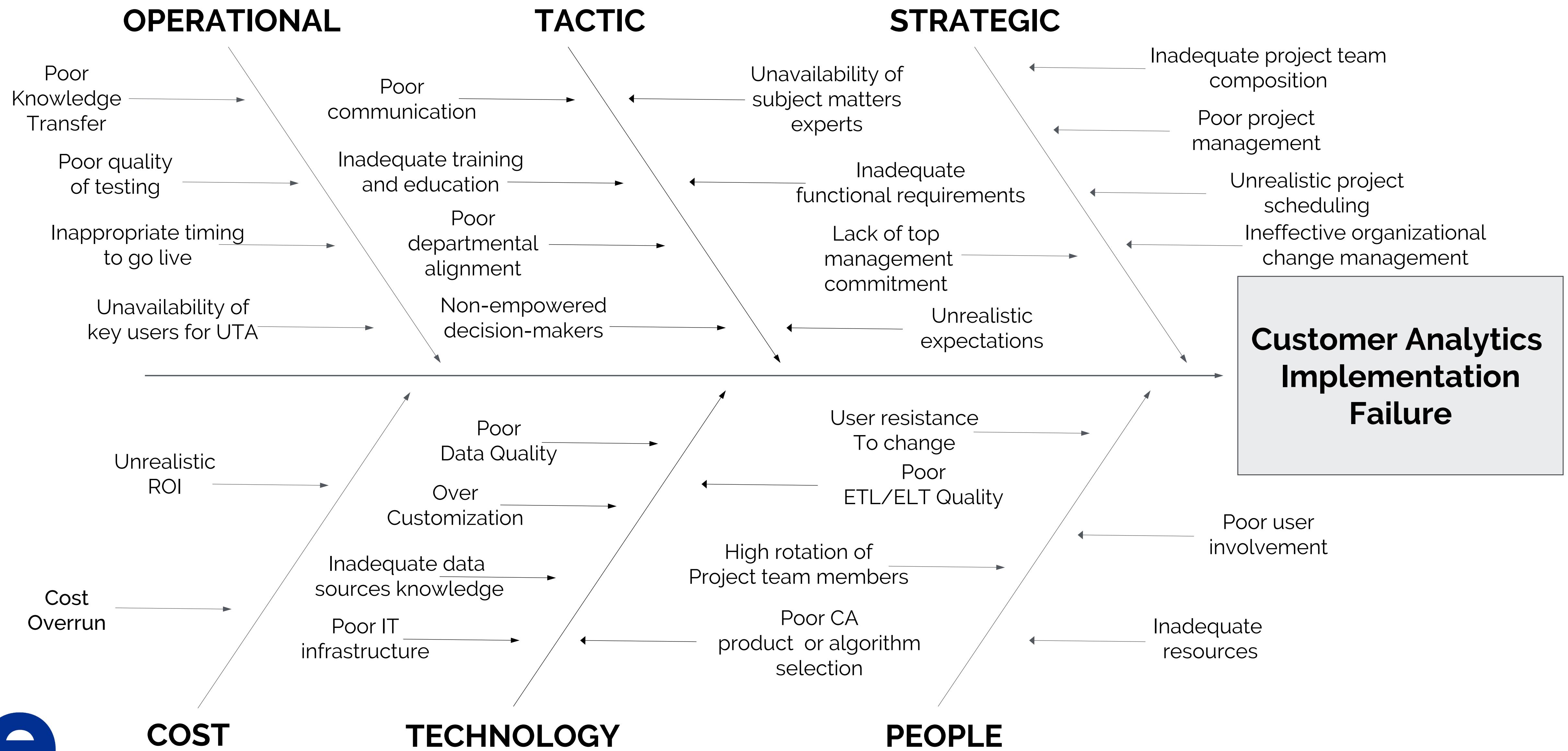


# Value for the organization





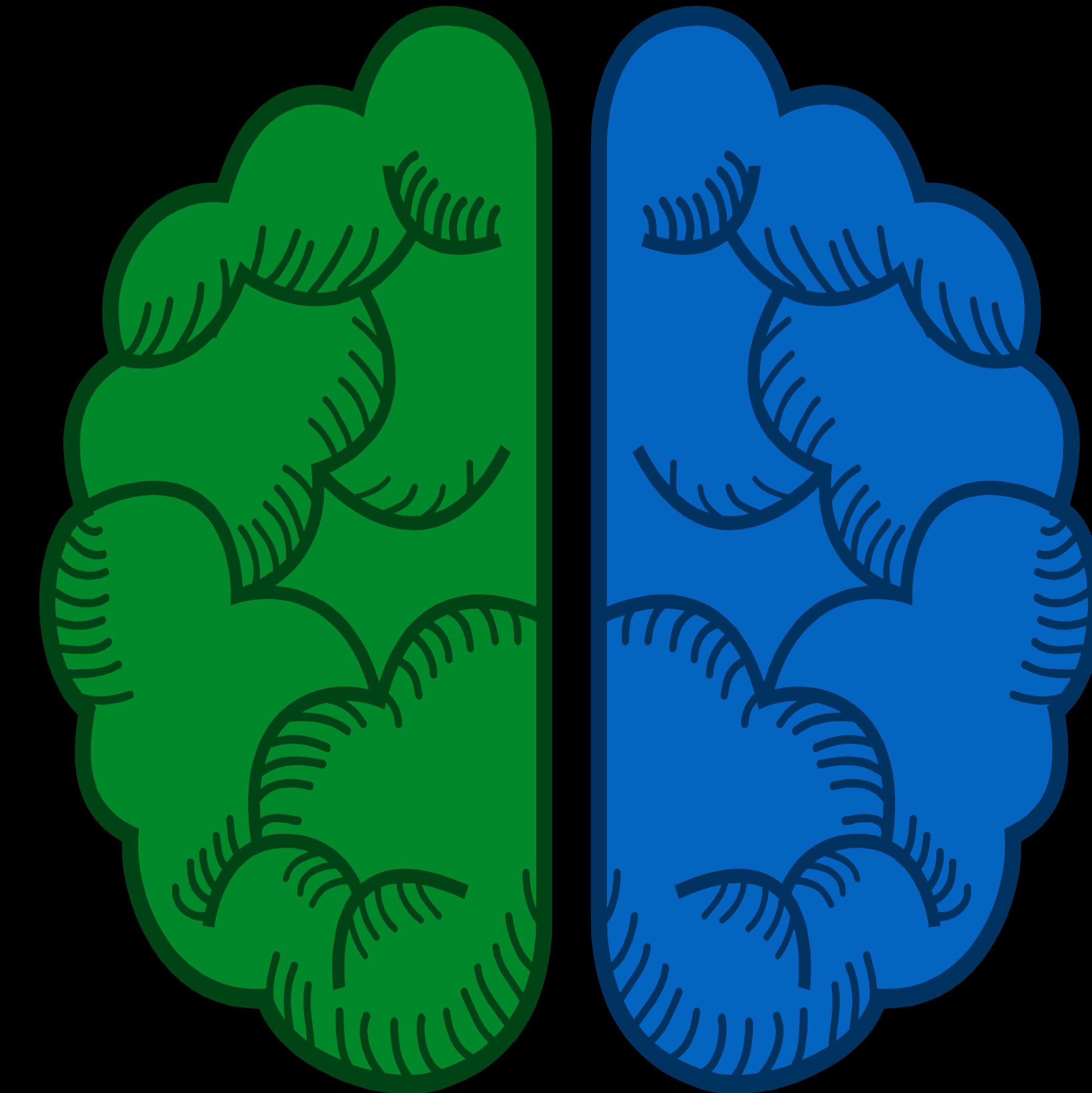
90% of  
companies  
are not  
successful in  
their data-  
driven  
projects



# We need to choose

Intuition

Analytics



Let's review **the simulation**

# References

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- Radiant: <https://github.com/vnijs/radiant>



Q&A

# Thank you!

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