Customer Information Management

Customer Analytics

Drive more profitable customer relationships with Customer Analytics.

Actionable customer insights for business users and data scientists

Predictive analytics goes mainstream.

Picture the possibilities.

Until recently, only data scientists could make decisions backed by predictive analytics. Using tools that required extensive technical expertise, they'd run historical data through a time-and-manpower intense process, generating insights that could become dated before they were put to good use. Thanks to innovative technology, the game is changing.

Now, business users and citizen data scientists can also apply advanced analytics to understand customers, predict behaviors and prescribe profitable next actions. Drive a rapid ROI when you profile, segment, model and act with agility and insight. Critical insight is so much more readily accessible than before. Finding fraud and anomalies has become easier than ever.

Start with a single customer view.

To gain competitive advantage, you'll need to drive profits from the patterns you find in data. Understand the full extent of each customer's relationships with your organization, and you can make each interaction with them more relevant and effective. Pitney Bowes will help you connect all the valuable customer data dispersed across different systems. We can enrich that data with any of hundreds of demographic and geographic datasets. Then, we'll analyze this robust single customer view to provide you with the customer insights required to turn interactions into long-lasting, profitable relationships.

Give your intelligence a boost.

Embed business intelligence right into key processes and applications. Provide intuitive tools that make it easy to connect and visualize insights in real time. When you streamline access to insights, your business users can learn more, share more and act with greater agility and confidence.

Close the analytics gap.

When your business users need to run complex queries, develop models and produce answers, iterative analytics and exploration is often required. Armed with robust capabilities in a user friendly tool, business users can become citizen data scientists, handling more of these analytics themselves. They'll be able to uncover insights that only highly skilled data scientists had been able to find. Sophisticated models can be produced within hours instead of weeks, and richer answers can give your marketing effectiveness a valuable boost.

Find deeply hidden patterns.

With more info and the right tools, data scientists can quickly hone in on what they need to see. Instead of relying on queries to find anomalies and trends, they can use data science to uncover hard-to-find patterns within transactional data. For example, banks have discovered that by combining machine learning, text extraction and graph-database representations, they can be highly effective in identifying patterns indicative of potential money-laundering activity.

"Pitney Bowes facilitates difficult analytical processes like data preparation for the less technically savvy marketer or customer insights."

The Forrester Wave™: Customer Analytics Solutions, Q1 2016, Brandon Purcell

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Provide better tools for everyone.
Pitney Bowes Customer Analytics is comprised of three key components which can be deployed either together or individually.

Spectrum Miner. A robust, user-friendly toolset for visualization and predictive analytics will help your citizen data scientists delve deeper. With Spectrum Miner, they can profile, segment and model to solve marketing-related business problems.

Spectrum Data Science. With Spectrum Data Science, easily access and transform data, both structured and unstructured; use machine-learning modeling algorithms; then deploy models into the Pitney Bowes data hub, into customer engagement and geospatial analytics systems, and as real time web scoring services.

Embrace the possibilities.
Describe what's happened in past. Predict what is likely to happen in the future. Then let sophisticated analytics prescribe what you should be doing right now. Powerful tools from Pitney Bowes makes it easy.

Spectrum Analytics	Sample use cases
Identify opportunities	Analyze purchasing patterns and demographics Predict moves, new home ownership Determine best next engagement
Target marketing	Hone in on best prospects for new, cross-sell, upsell Identify and address churn triggers Optimize touches and offers
Mitigate risk	Assess credit and loan risks Detect fraud behaviors Uncover money laundering

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