

**COMARCH**

**CRM&MARKETING**

## **COMARCH SMART ANALYTICS**

Insight into data for better, faster  
and more accurate business decisions



## BUSINESS CHALLENGES

The amount of data available is exploding like never before. Extremely valuable knowledge is hiding within data coming from loyalty programs, social media, surveys, blogs, forums, contact-centers, mobile devices and is waiting to be discovered for generating revenue! Getting to know customer opinions, needs, lifestyle, even emotions is a great opportunity for marketers preparing campaigns to seduce new customers and retain the current ones.

## SOLUTION OVERVIEW

Comarch Smart Analytics provides loyalty and marketing managers with quick, visual insight into business results and allows them to discover unknown patterns regarding customers, campaigns and sales. At the end of the day, what we all want is more valuable relationships with our customers, but fragmented, spread data makes it extremely difficult to understand even very basic information.

## SYSTEM ARCHITECTURE

Unlike traditional BI solutions, Comarch Smart Analytics is a pre-built solution designed for faster deployment at a lower cost and does not require many months to implement even though we customize it to adapt it to your business specifics. Thanks to advanced visualizations, you will use your natural ability to understand data visually and easily use them for business decisions.



## KEY BENEFITS

Comarch Smart Analytics delivers valuable knowledge concerning the:

- identification of customer behavior, needs and opinions > increased customer retention
- identification of buying patterns > increased purchase frequency
- identification of key factors driving loyalty > increased overall program effectiveness
- identification of profitability drivers manipulation of customer behavior to increase ROI
- identification of customer lifestyle and preferences > tailored offers, mailings, rewards, privileges
- identification of highest value customers > improved profitability & savings

## KEY SYSTEM FEATURES

- numerous interactive visualizations: dashboards, scorecards, maps, gauges
- data-mining visualizations: decision trees, clusters, neural networks
- intuitive, browser-based, graphical user interface
- ad-hoc raw data exploration in OLAP cubes with unlimited possibilities of pivoting, slicing, dicing and drilling data up and down, and making charts
- push and pull, ad-hoc and periodical reports generation with no advanced analytical or IT skills
- pro-active alerts and triggers notify users about alarming situations or trigger a business action
- mobile KPI dashboards on tablets for performance monitoring with available data wherever any decision is to be taken

# COMARCH SMART ANALYTICS

## Presentation layer:

Interactive Dashboards



KPI & Scorecards



Data Mining Models



Operational Reports



Mobile Dashboards



Ad-hoc data exploration



### Processes monitoring:

Issuance

Redemption

Churn

Enrolment

Retention

Call Center Activity

Engagement

Sale

Customer Behavior

### Features:

Program processes analysis

CLV

Churn Analysis

Campaign Effectiveness

Alerts & notifications

Customer engagement

Multidimensional segmentation

RFM

Fraud detection

Cross-program analytics

### Integrated with:

Comarch Loyalty Management

Comarch Campaign Management

Comarch Social Mining

Comarch Engagement Platform

### Data Warehouse based on data from



Comarch Systems



CRM & ERP



Billing system



Web portal



3rd party systems



Call Center

## ABOUT COMARCH

Comarch has over twenty years of experience in designing, implementing and integrating state-of-the-art IT solutions. The most important aspect offered to the largest enterprises is a comprehensive suite of IT solutions and professional services: which can help to build and manage loyalty programs, create rich consumer experiences and personalized interactions across multiple touch points, automate marketing processes and, finally, boost profits. Our software supports the entire loyalty value chain. Comarch has multi-industry experience, gained through work with over eighty clients, including FMCG companies, telecoms, financial institutions, travel companies and many more, such as JetBlue Airways, Heathrow Airport and BP. The offer also includes big data analytics and innovative customer engagement systems based on gamification, which increase profits and strengthen relationships between customers, partners and the brand.