

# Retention Targeting Model

## The Challenge

Organisations are constantly challenged by their ability to identify their most valuable customers, who are at risk of churning, and who are amenable to receiving company communications.

Typically companies create individual analytic models that are not integrated to tackle this challenge. This approach is complicated and often fails to produce the required business outcome.

InfoCentric has created an integrated, automated model to ease the minds of marketing executives.

## Our Solution

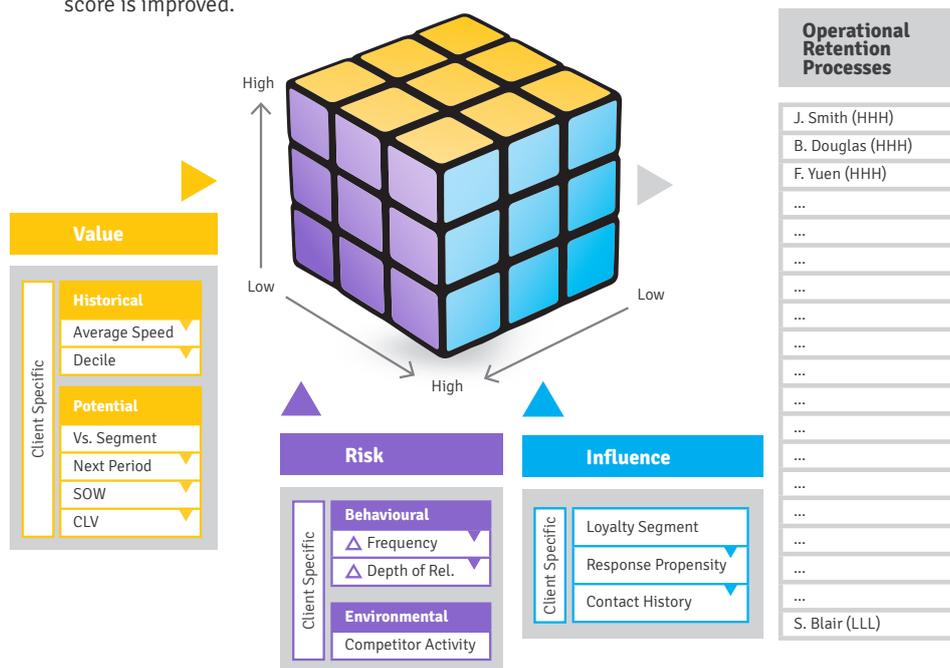
The InfoCentric Retention Targeting Model (RTM)<sup>™</sup> is a pre-configured model that consists of standard data formats and attributes that can be populated based upon the data that the client is able to provide. For example, to calculate a customer score for the 'Value' dimension, Annual spend per customer may be available, whereas Share of Wallet may not, at least initially.

The RTM<sup>™</sup> will generate a Customer Value score based on whichever combination of Value plug-ins are activated. As data becomes available for additional plug-ins, the process does not need to change, simply the accuracy of the score is improved.

Each dimension generates a score for each customer, which is then combined to create a retention activity priority score. This score is then passed to the retention processes, which depending upon the client, may be manual or automated.

The model will progressively learn as more data is introduced.

## How will InfoCentric help enhance your organization Insight today and tomorrow?



Retention Targeting Model (RTM)<sup>™</sup>

*"With automated scoring of every customer it's now a simple process for me to select the right group of customers and target the appropriate marketing and communication messages"*

Marketing Manager

## Global Leadership

*"Congratulations on being accepted as a presenter at our exclusive Oracle's Data Warehouse Global Thought Leadership event"*

Senior Director, Oracle DW Global Leadership Program

## Engage with InfoCentric

Find out how InfoCentric can help you get more insight into your organisation's information today.

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