

# Customer Analytics and Data Driven Marketing



## The Challenge

We are partnered with one of Australia's largest retailers, with a wide range of home improvement products in 206 warehouses, 58 smaller format stores and 36 trade centres. The introduction of a new customer payment method enabled them to gain greater insight into their relationship with major customers through more detailed transaction data.

The retailer wanted to utilise this data more effectively to gain even more insight into customer behaviour, acquire new profitable customers, retain and grow existing customers.

## Our Solution

InfoCentric designed, developed and implemented a custom-built customer analytics platform. This fully hosted SaaS solution integrates internal and external data sources into a central repository. Analytics, reporting and campaign management tools are applied to the data.

The platform delivers customable reports on a variety of business critical info such as KPIs, customer insights and buying behaviour.

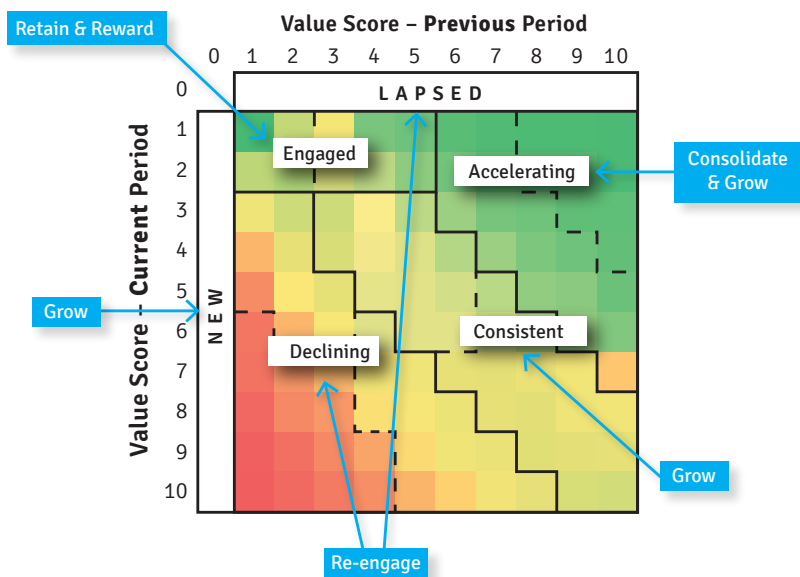
See diagram.

## The Benefits

The InfoCentric solution became an essential input to the majority of business decisions, leading to significant improvements in customer retention and an increase in the revenue per customer by focusing on specific customer segments.

This end-to-end solution has driven greater understanding of purchasing behaviour and enabled the business to target major customers effectively. Their tailored marketing campaigns now deliver further revenue generation and exceptional return on marketing investment.

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



InfoCentric Customer Segmentation

## Ideal Partner

*"Your end to end knowledge of retail, information management and customer behaviour makes you the ideal partner to help drive our business into new and exciting areas."*

General Manager, Store Operations

*"Access to our Customer Analytics is critical to our business, without it we would be effectively running our business blind"*

Senior Analytics Manager, Customer Insights Group

## Thought Leadership

*"The thought leadership you have displayed has allowed us to improve our customer understanding in ways we would never have considered. For example, retaining high value customers by stocking high loyalty products that we would normally have deleted."*

General Manager, Merchandising

## Engage with InfoCentric

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

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