

Customer Segmentation Analytics

Know your customer segments to see results. And do it now.

Building strong relationships with customers calls for targeted, hyper-relevant content that instantly engages and delivers awesome experiences. This personalized customer-centric approach needs a holistic understanding of your customer's interests, demographics and channel preferences. To make it work, you need to identify, prioritize and segment your customers and deliver the appropriate and most meaningful communication for each segment. And you need to do it now, as this is a world of unlimited choices, and customers switch brands in just a few clicks.

You are inundated with reams of data from every customer's touchpoint. Sorting and segmenting the information to find what is working and what is not is a huge challenge. You certainly need advanced data and analytics capabilities delivered by an experienced technology partner to segment your audience successfully. We can help.

HTC - Your Partner for Segmentation Analytics

HTC's Customer Segmentation Analytics Services empower marketers to discover, create and automate simple or complex segments from their vast customer database and analyze them over every metric and dimension. We can enable you to unlock the power of such segmentations and ensure you engage your customers on an one-to-one basis, and deliver personalized, engaging experiences everywhere, every time and for every campaign.

We have partnered with leading analytics providers such as SAP, IBM, MicroStrategy, Oracle, Hortonworks, Informatica and Microsoft, besides building strong capabilities in open source technologies such as Apache Hadoop, R and Python. For either complex or simple segments, we have proven expertise in deploying superior analytics solutions for many of our customers looking to make the most of their marketing CRM campaigns. These solutions, pre-packaged or custom-built, delivered on cloud or on premise, lets you discover, improve data quality, model, build, manage, share and apply advanced, focused customer segments to improve your business using cutting-edge analytics capabilities - from descriptive to predictive and prescriptive analytics - and other related technologies. The end result, you can:

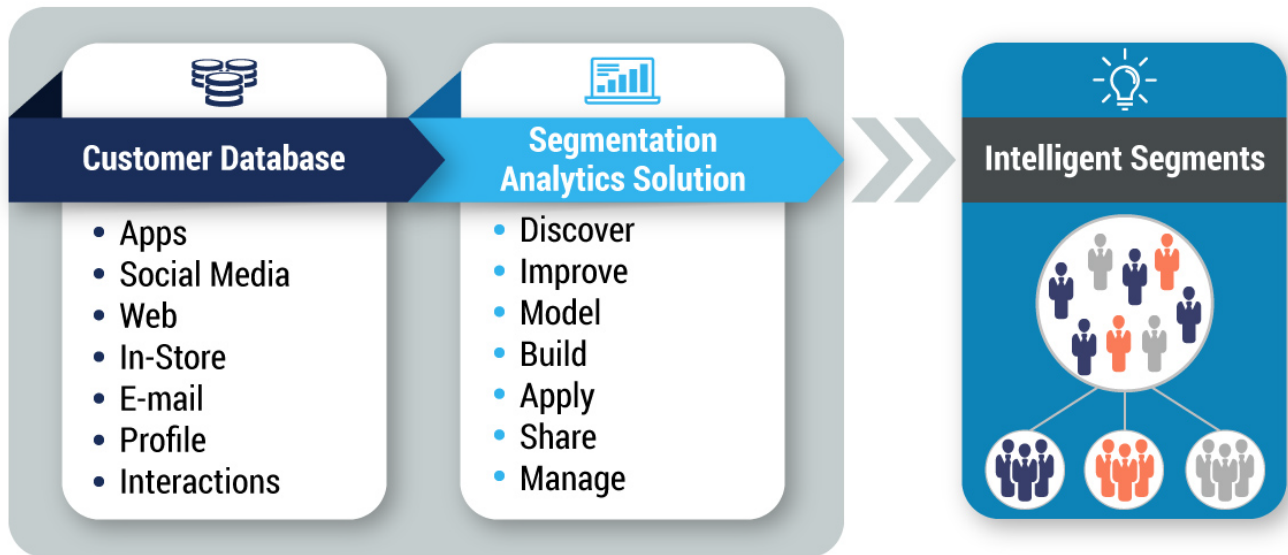
- Identify, define and differentiate your customer segments
- Discover and serve the high performing segments closely
- Track what products and services appeal to which customer segments and duplicate it elsewhere
- Personalize and win customers
- Plan and leverage your customer loyalty program successfully
- Make every dollar count

Highlights

- Rapid deployment of pre-packaged Analytics solutions
- Intelligent, Channel Agnostic platforms
- Exclusive Center of Excellence catering to Data and Analytics Service domain
- Access to advanced tools, frameworks and professional skills
- Phased, milestone based deployment
- Low risk, Low cost of Ownership based strategies

Reimagine technology to accelerate your business





HTC's Data Driven Services

We have been offering a spectrum of services to clients worldwide so that they can access the right data at the right time for making better operational and strategic decisions. Our state-of-the-art Center of Excellence (CoE) dedicated to Data Management, BI and Analytics is equipped to handle any advanced and complex data solutions including Segmentation Analytics services for building quantitative processes to arrive at optimal decisions and a data-driven business discipline.

HTC offers a variety of analytics services, including:

- Data discovery
- Data quality and enrichment
- Customer identity resolution
- Data visualization
- Predictive and Descriptive analytics
- Text analytics
- Forecasting
- Optimization and OLAP solutions.

Our Data Management and Analytics offerings enable customers to harmonize data across the enterprise and effectively utilize it for short term and long term business benefits.

About HTC

- Extensive experience in providing cost effective and innovative IT and Business Process Services and Solutions across domains for global customers since 1990
- Quality and information security processes compliant to SEI CMM Level 5, ISO 9001, ISO 27001, and PCI DSS standards
- Global presence, large delivery centers, talented professionals, capabilities across multiple technologies, platforms, and domains



HTC Global Services

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