

## Case Study

### Industry: Household Services

#### Challenge

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Many businesses today continue to operate legacy systems designed to support order entry, service scheduling, fulfillment and billing – not customer-focused marketing. Our client, a household service provider with a national footprint, utilized a proprietary operational system for their call center, operations and field service activities, and SQL programmers to prepare rudimentary reports for financial planning and analysis, and occasional marketing needs. High customer turnover and ineffective cross-selling efforts identified the need to unlock the customer intelligence embedded in historical data, to help increase marketing efficiency and effectiveness.

#### Goals

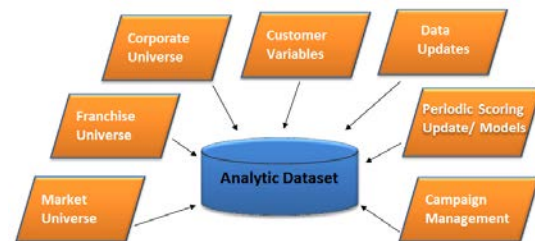
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- Extract data from operational systems and create new derived variables indicative of past behavior and future opportunities
- Deliver desktop intelligence to marketing management – a view into customer-level data never before possible, including customer segmentation and model scores
- Design standard reports to be continually updated with near real-time status
- Support on-demand query and report creation, and download of customer lists based on specific real-time selection criteria, to support multi-channel marketing activities

#### Approach

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Our sophisticated processes can quickly integrate data from a multitude of sources and formats. To meet our client's needs, we employed Anthem's **Customer Insight Engine**, a solution flexible enough to handle multiple data types and sources, and rapid implementation.



In collaboration with the client, we defined a customized set of composite variables and key performance indicators based on historical transaction data, and through advanced analysis identified a series of actionable marketing insights. Integrating additional data sources from across departments and systems, we were able to build predictive models that identified expected future behaviors, projected future customer value, and identified a comprehensive set of customer segments that would support messaging and offer customization for future outreach.

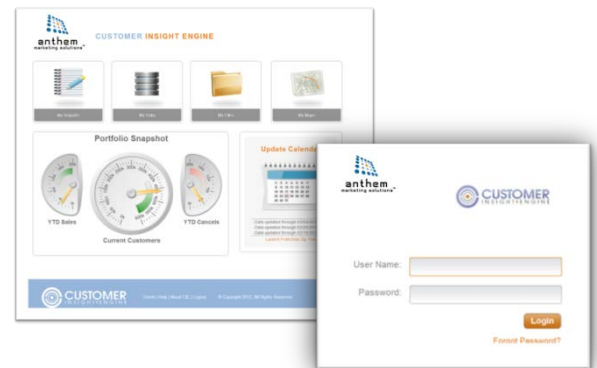
Continuing the collaborative process, we defined a set of standard reports to be delivered via the customized interface, providing regular updates on key success metrics and campaign performance. Reports were tailored by geographic and management structures, providing appropriate levels of

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visibility to each team member. The ability to generate on-demand customer and prospect lists to support various outreach campaigns was implemented via the same desktop tool. Key customer metrics were compiled and also made available for ad hoc queries, reports and lists.

On a parallel path, we worked with the client's IT staff to define a process for periodic data feeds, and developed an internal process to perform data refreshes and publish results in near real-time fashion. We also put in place a secure data access infrastructure to allow different levels of permissions and data access for distribution within corporate and out to the field.



## Results

Our *Customer Insight Engine* rapidly uncovered valuable insights within the operational data, and provided the client with a unique solution that allowed the company to work more efficiently and increase the effectiveness of their marketing.

**For the first time, the client's marketing managers had customer-level insights at their fingertips**, and were able to target re-activation, cross-sell, and up-sell campaigns to the subset of customers with the highest likelihood of response and adoption, rather than blasting the entire database. This allowed for dramatic reductions in marketing costs, without compromising response. Standard metrics and reports are now automatically generated, allowing FP&A to focus on higher-value work.

Utilizing the new insights to refine customer-level planning and anticipate changes in service needs, **the client's marketing proved to be more effective in attracting the attention of their target audience**. Anthem also improved results by providing advanced analytic services that increased their predictive capabilities based on operational data, creating a virtuous marketing cycle as model scores and selection indicators became available.

*"This is a game changer for our business. It will serve as the foundation for high-level decision-making and information distribution to the field into the future."*

- Divisional President

Contact us for more success stories and to see what Customer Insight Engine can do for you.

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### About Anthem Marketing Solutions

Recognized by Inc. Magazine as one of the nation's fastest growing companies, Anthem Marketing Solutions provides data-driven solutions to today's omni-channel marketers, focusing on growing long-term customer value.