

Customer Insights areas that have a significant impact from use of big data

- Acquire & Retain customer
- Cross sell & Upsell
- Improve Customer experience

Key steps to building a customer 360:

- Data ingestion and data processing
- Preparing and refining the data
- Data discovery and analytics
- Advanced analytics

According to McKinsey & Co.¹, 56% of all customer interactions happen during a multi-channel, multi-event journey. Capturing all these interactions and having a unified view across them is also sometimes summarized as “Customer 360,” as in “get a 360° view of your customers.”

Customer Churn

Introduction

We are living in a world that is hyperconnected. Customers and prospects use a variety of devices and methods to interact with the brands, more importantly there is an expectation that the multi-channel experience is consistent across the various touch-points. One of the top priorities for any customer driven organization is to drive customer insights and better serve the customer for long term growth as well as gain competitive advantage. Those who view these insights as an asset or opportunity will thrive, while those who lose sight of it will likely see significant negative business impact.

Proactively understanding and preventing Customer Churn is one of they key focus area for organizations. To gain meaningful insights, a Customer 360 needs to be built to bring all the internal and external data sources together into a single and unified platform.

Challenges Organizations Face

Customer data is often fragmented and stored in data siloes which limits the ability to leverage all the data sources for meaningful analysis. The other challenge is the delay in ingesting and processing the data in a timely manner leading to no automated actions on multi-channel customer interactions. Traditional approaches are also reactive in their responses and use reporting or simple analytics to solve the customer churn problem that leads to no prediction on when or which customers will churn.

The New Way Forward

Using a modern data platform from like Hadoop and Cloudera’s enterprise data hub are essential for creating a unified view of all customer interactions across multiple channels – also referred to as Customer 360. Organizations can ingest and process various datasets in a timely manner, enrich the data with relational data, 3rd party data and conduct advanced analytics including predictive analytics and machine learning. These new capabilities can quickly spot leading indicators on when customers will churn as well as predict likelihood to churn. These timely insights can facilitate automated actions to prevent customer churn.

Solution Overview

Cloudera offers flexibility in three unique ways.

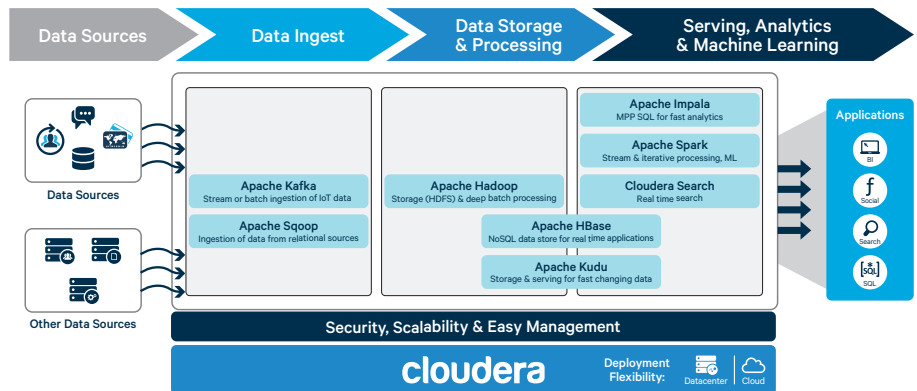
1) Build a Custom Solution

Organizations can work with Cloudera’s professional services team to create a customized solution. A typical implementation can take roughly 9 weeks and the solution can be implemented on-premise, in the cloud or in an hybrid environment. There are some key components in the Hadoop ecosystem that need to be considered for building the solution:

Analytics Task	Platform Component	Usage
Data ingestion	Kafka Flume	Data ingestion (scalability, fault tolerance, etc.), rules-based alerting
Data processing & Storage	Core Hadoop (HDFS, MR)	Storage and batch processing
Data processing & Storage	Hbase	Data storage, enrichment, referenced in rule-based business logic, near real-time applications
Serving, analytics & machine learning	Spark	Data transformations, business rules & data modeling
Serving, analytics & machine learning	Impala	Historical analytics, reports and dashboards
Serving, analytics & machine learning	Search	Data discovery, monitoring of alerts, interactive dashboards
	Navigator	Governance

¹ McKinsey & Co. Customer Journey Analytics & Big Data, 2013

Organizations that build a custom solution typically use the following reference architecture:



2) Assemble Solution Using Certified Technology Partners

An alternative to building the solution from the open source projects is to assemble a solution using Cloudera's platform, certified technology partners from Cloudera's partner ecosystem and/or open source projects from the Hadoop ecosystem. These partners have created solutions for simplifying and providing faster time to value for data ingestion, processing or analytics. Cloudera certifies these technologies through a rigorous certification process to provide customers with assurance that everything works as expected.

3) Buy Pre-packaged Solution from System Integrators

A third choice is to buy a solution that is built on top of Cloudera's enterprise data hub. Systems Integrators have created end-to-end solutions, for solving the customer churn analytics needs. These solutions offer pre-built integrations, configurations and compatibility to get started quickly. These solutions help increase client insights, operational efficiency, and revenue generation opportunities.

Regardless of the implementation option that is selected, professional services and training are key to realizing faster time to value. Cloudera offers the industry's most comprehensive and best training across a variety of topics. The level of expertise needed will depend on the option that your organization chooses.

Customer Examples

MarkerStudy, a UK-based insurance holdings underwriter that gleaned deeper customer insights using Cloudera to achieve a 50% increase in customer retention, and a 2x increase in policies issues.

Another customer example is a large US based financial institution assembled a solution using Cloudera's enterprise data hub and one of the certified partners to understand customer behavior, improve the customer experience which resulted in nearly 50% reduction in customer churn.

Getting started is easy. Build, assemble or buy the Customer Churn solution. Sign up for training. Talk to Cloudera sales representative or one of our partners to learn more about how you could solve customer churn analytics.

About Cloudera

Cloudera delivers the modern platform for data management and analytics. The world's leading organizations trust Cloudera to help solve their most challenging business problems with Cloudera Enterprise, the fastest, easiest, and most secure data platform built on Apache Hadoop.

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1-888-789-1488 or 1-650-362-0488

Cloudera, Inc. 1001 Page Mill Road, Palo Alto, CA 94304, USA

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