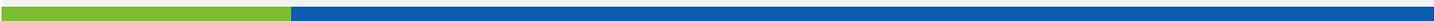
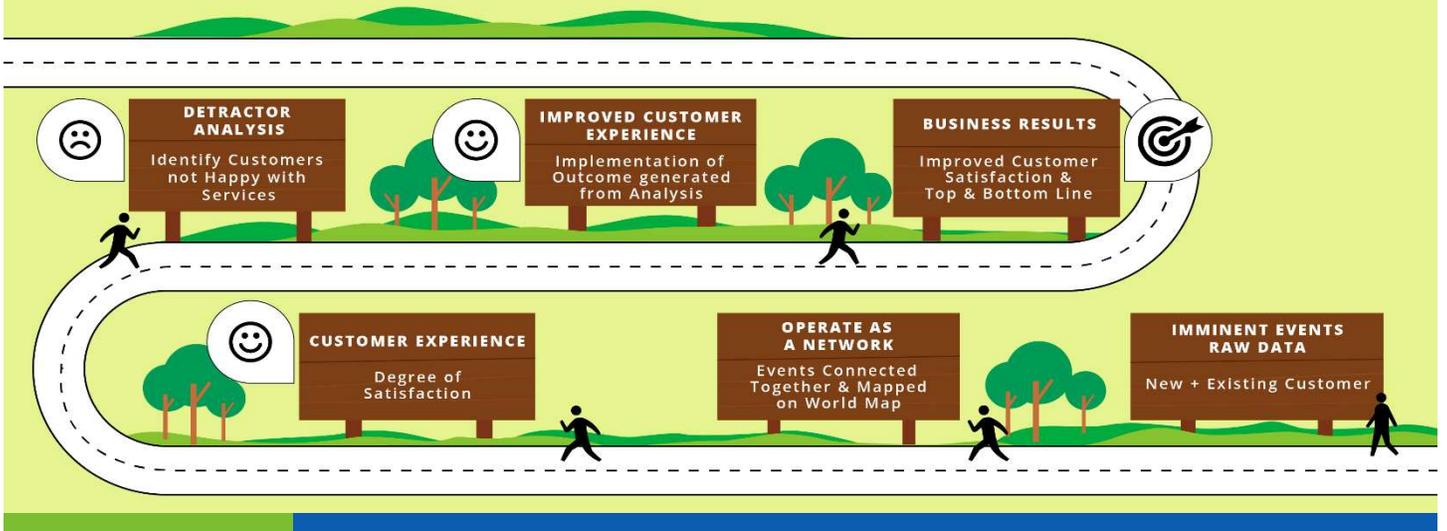


# Impact of Customer Journey on Customer Retention

BizAcuity

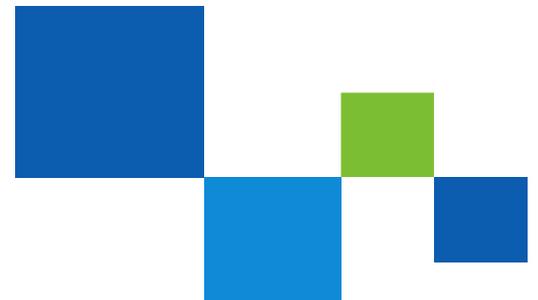


# HOW TO DISCOVER HIDDEN VALUE IN YOUR CUSTOMER JOURNEY



## About the Client

The Client is a global company based in USA, which is in event technology services with a strong presence in Americas, Europe, with operations in UK, Germany, France and Monaco and the Middle East, with capabilities to run events in Africa and Asia too.



## Summary

Client wanted to develop their Customer Journey framework to identify hidden value in their customer data and increase Customer Retention. To reduce the cost of new customer acquisition and at the same time increase their Top and bottom line, they needed to gain accurate insights in their customer journey.

## The Challenge

- ✓ Integrating a disparate database consisting Sales data (CRM), Customer feedback (Medalia)
- ✓ Data cleansing for comments
- ✓ Limited feature available for maps in tableau
- ✓ CRM database based on manual entry, feedback not in perfect form in database
- ✓ Getting latitude longitude for the location having address not in proper format

## The Approach

- ✓ ETL Methodology – Designing various mappings to load the data from source and apply transformations and finally load into warehouse
- ✓ DW Data Model Design – Identifying various dimension and fact tables. Design the structure of summary tables. Incorporation CRM and GSS data into a single warehouse
- ✓ Identification of the entities (tables in warehouse) and columns in each table. Data model was finalized and mapping were done accordingly.
- ✓ Tableau reporting:
  - Show upcoming events for each user/PSAV Employee and distinguish them based on customer satisfaction
  - Portray the Customer Journey on Map with curved lines indicating the transit. Needs a lot of trigonometry functions to achieve this.
  - Show details of Customer along with the selected Event/Venue details. Also display the feedback scores and comments from Customer for the selected event from the Journey.

## Result

- ✓ Increased Customer Satisfaction.
- ✓ Net Promoter Score increased by 5 points from 75 to 80.
- ✓ Increase in Customer Retention.

Do you want to empower your decision makers?

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