QlikView

QLIKVIEW FOR CUSTOMER ANALYSIS AND TARGETING IN FINANCIAL SERVICES

Empowering sales teams to grow revenue

CHALLENGE

Good customer relationships are key to the success of any business, and even more so in challenging market conditions. Sales teams are under growing pressure to deliver outstanding service to their clients while leveraging analytical solutions that will give them a competitive advantage. However, while all customers are important to an organization, forward looking sales teams strive to ensure they allocate their limited resources and spend to areas that will produce the greatest return on investment. A system that provides analytics on integrated customer data can help sales teams target the right prospects and strengthen relationships with their most valued and profitable customers.

SOLUTION

QlikView and the partner community have built a number of 'QlikView Apps' to address and demonstrate capabilities related to this solution area. *QlikView for Customer Analysis and Targeting* apps allow business users to make faster and better informed decisions by allowing them to:

- Improve customer analysis through integrated data, leading to improved sales and marketing campaigns and facilitating better up-selling and cross-selling
- Incorporate social media data to analyze customer sentiment and correlate customer behavior and buying trends
- Analyze and calculate customer profitability which empowers sales teams to focus on the most important customers
- Leverage industry benchmark and third party reference data to gain an accurate view of true market conditions, present performance, assessment of potential and opportunity spotting
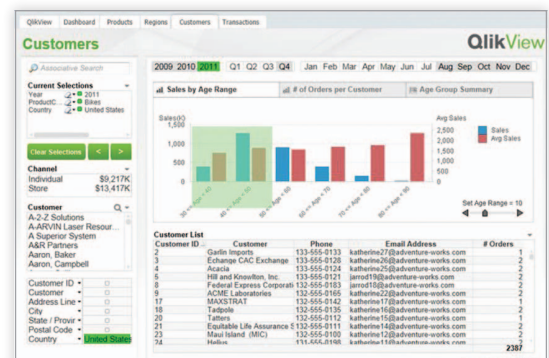
CUSTOMER EXAMPLES

- California Casualty's use of QlikView allowed sales managers to increase average telesales per agent from 1.6 to 2.0 per day or approximately 200 sales per month, an improvement of more than 25%
- Colonial Life has provided online access to sales and customer data to more than 7,800 sales agents, creating greater efficiency in enrollment and renewal processes
- Berenberg Bank leveraged QlikView for more efficient customer relations by using up-to-date, complete, and transparent data
- A top Nordic bank deployed QlikView to 6,000+ users across 500+ branches to enable more effective customer targeting at the individual branch level. Increased volume and quality of customer interactions with expected revenue impact of >$21 million

Example: Retail Banking Customer Analysis App

> " Thanks to QlikView, customer data is now available to us more quickly, more clearly, and more comprehensibly than before. This transparency is a significant prerequisite for the efficient organization of our customer relations. "
>
> Markus Zwyssig, Member of the Board, Berenberg Bank in Switzerland

Example: Customer Analysis and Targeting App

ABOUT QLIKVIEW

QlikView is the leading Business Discovery platform, delivering true self-service BI that empowers the business user by driving innovative decision-making.

Contact your QlikView representative to schedule a discussion and live demonstration related to this solution area.
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