

CUSTOMER ANALYTICS

for SAP HANA



Analyses of customers to spot potential customer churns or potential new customers

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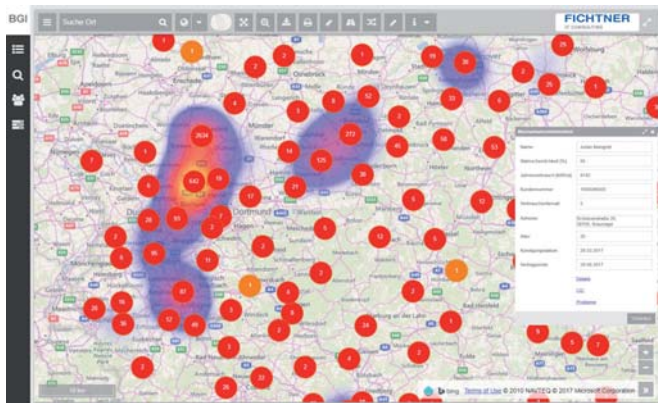
The Customer Analytics solution supports the customer management of electricity providers for the tariff customer business and offers a complete 360-degree view of all customers. All information on contracts, consumption, history, or customer communication is used at a glance, which allows conclusions to be drawn on key features such as manufacturer loyalty, willingness to change or crossselling potentials.

COMPREHENSIVE AND PROGNOSTIC CUSTOMER INSIGHT

Customer Analytics answers marketing or sales-oriented issues, which are currently important in the energy market, such as:

- ➔ How valuable is a specific customer to me?
- ➔ Which of my clients live in areas with high statistical probability of change?
- ➔ Are we changing or gaining more customers in certain areas and consumption groups?
- ➔ Are trends recognizable?

Customer Analytics is a lean WEB-GIS module from the new Fichtner BGI solution series »Spatial Time Analytics« and includes state-of-the-art data visualizations, Card-based reporting and decision support Analysis modules. Electricity suppliers can proactively react to possible contract terminations or seize chances to gain new customers but also seize opportunities for customer re-acquisition.



BIG DATA ANALYSES BASED ON SAP HANA

The Customer Analytics solution is based on the big data solution »SAP HANA«: on-premise or as a very attractive and flexible hosted solution from Fichtner IT Consulting. This in-memory database technology enables the analysis of hundreds of thousands of geocoded customer data at high speed. Customer Analytics accesses master data from different systems on a Web GIS interface. This is how the SAP data from Billing IS-U, Financial and Controlling flows into the system. The user then determines whether the customer has payment arrears, whether he has set up a standing order and which tariff he has concluded. There is also data from the CRM in which customer contacts, malfunctions or complaints are documented. These can be enriched with external market data, such as statistical data on readiness for change per postal code or purchasing power data. The operation is deliberately kept simple and intuitive due to the very attractive visualization. Optionally, data from social media can also be integrated to make the reactions of specific communication campaigns visible.

The solution is based on a flexible architecture and integrates the map services of »HERE«, »Bing Maps« and »Open StreetMap«. Thus, address search and radius search are possible depending on their driving time. Based on the aerial photographs, it is also possible to display the line networks, customer and readout data, meter and exchange orders as well as postcode areas.

Visualization of thousands of customer addresses by churn rate

ABOUT FICHTNER IT CONSULTING GMBH

FIT is the IT competence center of the Fichtner Group with some 1500 employees in over 60 countries. The Fichtner Group has been established in 1922 and is family-owned ever since. We design and implement information logistics for technical networks, assets and infrastructure. We combine industry-specific knowledge with process know-how and state-of-the-art technological expertise to deliver innovative and economic solutions for your success. We extract, structure, link, process and present your (geo-referenced) data to provide efficient and effective solutions.