REDEFINING CUSTOMER EXPERIENCE LEVERAGING DATA AND LOW CODE/NO CODE

Abstract

With customers becoming more discerning by the day, businesses need to understand customer behavior – across channels, touchpoints, and systems – in order to market to them effectively and to make informed decisions. Low code-no code (LCNC) platforms, such as Microsoft Dynamic 365 Customer Insights, facilitate enterprises to map, match, merge, and enrich customer-based data from different sources, and leverage analytical modelling services to derive meaningful insights. With over 100+ connectors, high extensibility, and native integration to Power Apps, it offers all the customer insights that businesses need to industrialize at scale. This whitepaper is a prelude to how enterprises can build a robust framework to act on the customer data across digital touchpoints and derive meaningful insights via LCNC platforms.

Competing in a Data-Driven World

The mounting number of digital customer touchpoints along with the pandemic-fueled state of remote collaboration has a customary ask: organizations must seek ways to consolidate and utilize customer data in order to facilitate hyper-personalization and make informed decisions. Gartner predicts that by 2023, more than 33% of large organizations will have analysts practicing decision intelligence; 30% will harness the collective intelligence of analytics communities to outperform those that rely on centralized analytics or self-service; and overall analytics adoption will increase from 35% to 50%. It is also forecasted that 60% of organizations will compose components from three or more analytics solutions to build business applications that connect insights to actions. Why? The benefits are substantial and applicable to all the industries. For Retail, it is the increase in net margins and productivity; for Manufacturing, it is the lower product development and operating cost; for Healthcare it is the increase in value delivered per year; and so on.
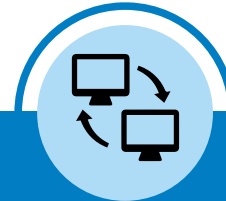
Nevertheless, most enterprises are seeing uneven progress in capturing value from data and analytics owing to factors like:

Siloed data across disparate systems

Monolithic insights skewed to application data

Challenges in systems interoperability and data sharing

Add to this, a prevailing lack of analytical skills for data modelling and perceiving data enrichment, and limitations in last-mile distributions of analytical model outputs, a certain gap exists in realizing the benefits. For example, if a store manager is unable to capture the customer purchase propensity data in time for the next best offer, the store will miss out on several downstream sales opportunities.

Businesses must shift from slicing and dicing historical customer behavior data to becoming 'living businesses' that provide real-time insights across channels.

Enterprises today, need turnkey data modelling solutions with holistic platforms that can provide robust data consolidation and enrichment capabilities, and native cross-mobile and OS distribution capabilities. They need to shift from slicing and dicing historical data for customer behavior to becoming 'living businesses' that provide real-time insights across channels for sustainable growth and lasting customer loyalty. Here is a raw picture of data needs in today's landscape:

Current scenario	Challenge	Solution
Continual shortage of analytical talent	Finding the right talent is the biggest hurdle while integrating data and analytics into existing operations. In a recent McKinsey & Company survey, approximately half the executives across geographies and industries reported greater difficulty in recruiting analytical talent than any other role .	Building analytical capability with turnkey SaaS solutions that can be consumed readily.
Limited orthogonal data to provide a holistic perspective	When industries rely on standardized data, bringing in fresh types of data sets to supplement those already in use can be limited by the inability of the platform to connect with modern-day cloud, IoT, and social media sources.	Cloud-based Customer Insights Platform can ingest data from various sources.
Limited data integration capabilities	Accessing information relevant to a given problem includes tapping into new sources, breaking silos, and integrating large data stores from all sources. This, however, requires extensive capabilities and advanced solutions for best results.	Platforms that leverage serverless integration capabilities along with data enrichment features.
Distribution of data to the device of choice	Limited capability to distribute analytical model outcomes across the user's device of choice since the outcomes are hardwired only to corporate devices in most cases.	An LCNC mobile platform that can enable native connectivity with mobile app for ease of distribution to the device of choice.
Tangled streams of information	Information streams can be derived from business processes such as sales, production, etc., or from market simulations such as choice experiments, observations during interviews, interaction and feedback from communities on the internet, and automatic recordings of traffic across online and offline touchpoints.	Unlocking all intertwined information streams through platforms that can be integrated and scaled with flexibility.

Need of the Hour: A Comprehensive and Flexible Solution

LCNC platforms marry these solution features to overcome all possible data-related challenges. Designed for faster time-to-market using configurations and customization, they enable the collection, merger, and categorization of data with ease. Microsoft Dynamics 365 Customer Insights, in particular, is a 'next-generation' application of big data and ML that can link data from a wide variety of sources and merge it for enrichment. It can help in understanding the way customers become aware of products and services as well as identifying room for improvement. To provide a host of extensibility services and bring orthogonal data for analysis, it uses the Azure Integration services fabric.

Microsoft Dynamics 365 Customer Insights also enables intelligent customer segmentation with Azure ML algorithms. Through its native integration capabilities with other LCNC platforms like the Power Platform for AI model computation output distribution, Dynamics 365 Customer Insights produces a 360-degree view of customers and their interactions across channels.

Value-Added Benefits

In addition to the expedited solutioning for all the above-mentioned needs, most LCNC platforms like Microsoft Dynamics 365 Customer Insights have a few additional benefits. To speak the customer's language and communicate offerings in the way that customers think, enterprises need to listen to their voice. Customer Insights plays a critical role in listening to this voice across various platforms, understanding target personas, and presenting the ideal persona of the customers. Similarly, Consumer Insights can support the design and execution of marketing campaigns ensuring higher success rates. It can be used to communicate marketing campaigns in a language that customers understand and align their needs with.

Conclusion

Enterprises across sectors deal with data in various forms scattered across many data lakes. Unless they analyze, conceptualize, and transform (ACT) the data, actionable insights cannot be derived. For instance, a customer may visit multiple outlets of the same retailer at different times. While the information from one outlet might not be adequate to determine a customer's purchase behavior, overall insights extracted and unified can help identify the purchase patterns. This can aid in strategizing business decisions, assisting sales representatives, and also help the customer in making the right choices.

It's Time to ACT

While the LCNC Dynamics Customer Insights Platform provides all the ingredients for hyper-personalization, through profile search and discovery, customer cards, and actionable insights for informed decision making, we have upgraded it a notch with the Infosys ACT methodology. It stands for Analyze (the business problem and data), Conceptualize (the classification and segments), and Transform (data to meaningful insights). With this structure, we are able to accelerate the onboarding of Customer Insights within the enterprise.

Analyze

- Define the business problem
- Identify the data sources
- Ingest data
- Enrich and unify data

Conceptualize

- Build the model
- Train the model
- Classify data
- Ingest data to test the model

Transform
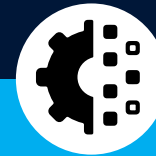
- Produce outcome
- Build LCNC platforms like PowerApps and portals for distribution of model outcome

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