

# Predictive Analytics

Better Decisions based on Reliable Data



Nobody can foretell the future, but there are methods with which data from the past can be used to predict future trends and developments. This is the task and target of predictive analytics - and has nothing to do with a bleary look in a crystal ball. Predictive analytics reveals patterns and relationships in data and enables predictions to be made about what, in all probability, will happen in the future and what trends will develop, based upon the history of existing data stocks.

Statistical, mathematical and linguistic processes create tangible added value and customer use from large quantities of big data. This means that predictive analytics is also one of the main challenges facing digital companies where

customer experience management is considered to be a critical success factor. Today, predictive analytics is already an established element in various business fields, such as marketing, customer analyses, budgeting and customer relationship management.

Predictive analytics create unambiguous and understandable facts within the framework of a given model. These facts must then be correctly interpreted to allow the right conclusions to be drawn and to provide the basis for making important decisions. Digitalisation of the world means that predictive analytics is becoming increasingly important. In particular, it serves to discover the traces of the digital customer in stocks of big data across all channels and contact

points. It analyses this data and provides predictions about future customer behaviour and characteristics. Essential information contained in widely ranging stocks of big data from entirely different data sources is filtered out: Smart Customer Data.

With predictive analytics, companies can increase their turnover and profit potential particularly in the field of customer experience management: Smart data beats big data. Companies today collect huge amounts of customer data, and failure to analyse this data is a fatal mistake - but to view it all individually is a major drain on resources. It's here that predictive analytics provides the answer,

by making these data volumes usable with its future-orientated treatment of customer data. Thanks to complex mathematical formulae, predictive analytics makes statements with extremely high accuracy. These can include just how far sales staff exploit the potential in their respective sales field, or which target groups will be interested in particular products during the coming years, or where there is a risk of losing certain customers. This means a new view of customers and markets, and a basis for better decision making, improved strategies and more effective campaigns. Ultimately, predictive analytics becomes the stimulus for innovation.

## SOLUTION

If you wish to make predictions about the future behaviour of your customers, you need reliable data about their prior purchasing history. This information must be filtered from various sources, such as big data and other channels, and then consolidated. In other words, to convert big data into smart customer data, professional information management is necessary. But to provide data in the required form, successful predictive analytics must have a customer data warehouse available with unique customer IDs.

Uniserv Smart Customer MDM helps you to achieve effective customer data management. Our lean, customised solution enables you to create golden records and make all information available about a customer immediately accessible throughout the company. These golden records are administered in a central repository where data quality tools ensure up-to-date, unambiguous and dependable customer data. Identity resolution arranges similar datasets from differing sources to a unique golden record. Data silos

disappear and fragmented data becomes a thing of the past. You now always know which customer has bought what product using which channel. With comprehensive customer history and already-known user behaviour patterns, you can create individual offers and address them to the right persons at precisely the right time.

Uniserv helps you to generate the fundamental knowledge about your customer's behaviour and needs that is essential for predictive analytics. By enriching internal data and adding new data sources, the view of each individual customer can be more clearly defined. By predicting probable future developments of customer and market trends you gain important knowledge and concrete strategy recommendations for organising future marketing strategies, or for improving offers made by marketing and sales departments. The result is customer experience management that fulfils the expectations of the customer - and a clear advantage over the competition - one could say "real digital".

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### UNISERV

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