



TROVE Customer Lifecycle Management Solver



Situation Overview

Successful consumer companies understand that successful customer engagement throughout the lifecycle requires a deep understanding of customer behaviors and preferences. Personalized offers, campaigns and servicing lead to higher sales and customer satisfaction.



There are several common needs among customer-facing companies:



Not enough understanding of prospects or the customer base to personalize offers and services, especially in a **timely way**.



Traditional macro segments and customer personas are a great way to categorize and talk about consumers internally, but are either so high-level or too static that they miss the mark on meeting consumer expectations and delivering measurable results.



Insights to take proactive measures to avoid customer churn and optimize lifetime value are still lacking in their ability to deliver results.



Incorporating data science solutions to optimize customer engagement across the lifecycle is hampered by dirty internal data, disparate data across multiple legacy systems, and expensive or incomplete third-party data.

These needs all require granular analysis at a consumer level and the ability for companies to effectively and dynamically engage with customers throughout their relationship.

TROVE Customer Lifecycle Management Solver



Solvers Solve Use Cases

Get to “know your customers (and prospects)” with real precision throughout your engagement with them by predictively profiling, forecasting, scoring and ranking them using **Trove’s Customer Lifecycle Management Solver**. Our Solver packages all these capabilities in highly configurable solutions to enable us to exactly meet each client’s use-case needs, including:

1

MAXIMIZE
REVENUE

↓
REDUCE
COSTS

Customer Acquisition profiles prospects to identify whom to target to increase response rates. Maximize revenue and reduce costs by targeting the “right” customers and pairing products and services to high-propensity prospects.

2

UNIQUE PERSONAS
=
MORE ACQUISITION

Dynamic Micro Personas use TROVE’s proprietary machine-learning algorithms to identify unique clustering of customer traits for each new product or offering. Rather than force-fitting customer-response patterns into a static set of existing personas, the Solver dynamically creates a new set of personas based on the unique traits of each new product’s response data. These Dynamic Micro Personas can be used for highly customized customer acquisition and marketing content creation.

Interested in seeing how **TROVE’s Customer Lifecycle Management Solver** and team can help make your data useful? Please contact us at info@trovedata.com.

3

TARGETING
+
TIMING

=
CUSTOMER
ADOPTION

Optimized Campaign Scheduling marries the right customer targeting with a focus on timeliness, personalizing not only the products or offers being made to customers but also ensuring offers are being made at the precise time that will drive increased customer adoption.

4

TAILORED INTERACTIONS
=
BETTER SERVICE

Customer Lifetime Value (CLV) identifies your best customers today AND tomorrow to allow for enhanced customer satisfaction. Tailor customer interactions by **CLV score** to ensure your best customers are receiving white-glove service.

5

SCORES
+
ATTRIBUTES

=
RETENTION
CAMPAIGNS

Customer Attrition scores all customers on their propensity to churn. The analytic output provides temporal scores at current, 30, 60 and 90 day points, as well as the attributes (e.g., price, negative service interactions, life event, etc.) that are driving churn. These details allow for micro-focused retention campaigns based on churn horizon and reason.