

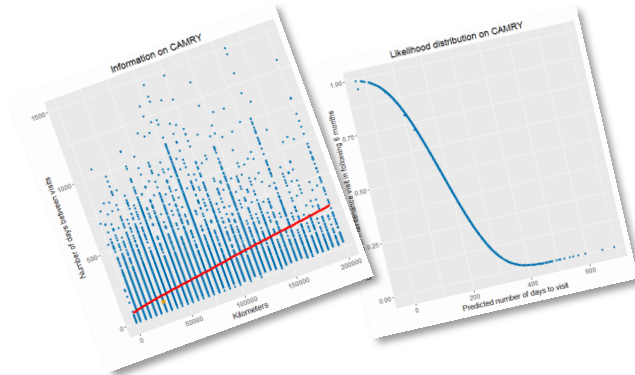
Increasing Customer Lifetime Value – Automotive Industry

The Client Challenge

Our client, a global automotive leader, was looking to increase customer lifetime value, improve customer satisfaction, decrease churn and increase total sales of vehicles and services

The GemSeek Approach

Our team used transactional and demographic data from the client's CRM system, combining it with customer loyalty data from market research. We employed K-means clustering to produce a data-driven segmentation of retail customers and rule based segmentation for fleet customers. We used mathematical predictive modeling for campaign suggestions and uplift modeling for campaign ROI calculations.



The Deliverables

GemSeek constructed an actionable segmentation, churn model, individual-level customer communication and campaign targeting suggestions as well as propensity scoring, which were delivered to the client's sales and marketing management. Actionable tasks were communicated through a reporting tool to relevant operational level personnel.

