



Flux Insights

DELIVERING SEAMLESS CUSTOMER ENGAGEMENTS

**DATA
INFORMATION
INTELLIGENCE
INSIGHT**

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02

Is Difficult!
Sound
Familiar?

DELIVERING SEAMLESS EXPERIENCES THROUGH DIGITAL TRANSFORMATION

Data
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Companies that build high levels of engagement into the fabric of their applications, products, solutions and platforms.

Are the organisations best positioned to appropriate the most value from the data dividend.

This is related to the frequency of engagement, ease of use and built-in stickiness.

So, how is this achieved?

By offering services that are seamlessly embedded into the everyday lives of businesses and consumers.

Organisations must master four key capabilities. To deliver multi-channel digital experiences.

That enables companies to exploit innovation derived from customer interactions and insights.





Customer

PERCEPTION IS YOUR
REALITY

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Strategy & Design: The creation of a unified vision and strategic blueprint consistent with the brand message.

Information Management: The integration of customer data and platforms to develop a single customer view.

Insights: Leveraging information-based customer intelligence, analytics modelling, segmentation and research.

Delivery: Use data, insights and technology to deliver optimal customer experiences operational for prospects and existing customers.

Leveraging the channels, data and digital assets that matter to your organisation.

But what does this mean?
Essentially 4 things;

- identifying where growth will come over the next 3-5 years;
- organising people;
- process and
- technologies.

To capture as much of the value created within your industry.

SO, HOW DO
YOU PLAN TO
EXPLOIT THE
DATA
DIVIDEND?



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ELEVATE YOURSELF

At FluxInsights we work with organisations to leverage open source technologies, and statistical models to analyse proprietary and non-proprietary data.

This information may potentially be combined with external data sources To enhance business decisions, operations and create new services that are monetisable.

Contact Us!

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Flux Insights

In God we trust. All others
bring data

W. EDWARDS
DEMING, STATISTICIAN,
PROFESSOR, AUTHOR, LECTURER,
AND CONSULTANT.

If I had to pick one word to
describe what a chief data
officer does. It would be
neither data nor analytics. It
would be strategy.

CDO- INDERPAL
BHANDARI CAMBIA HEALTH

**DATA IS A PRECIOUS
THING AND WILL LAST
LONGER THAN THE
SYSTEMS THEMSELVES.**

TIM BERNERS-LEE

The goal is to turn
data into
information, and
information into
insight

Carly Fiorina.

It is a capital mistake to
theorise before one has
data.

SHERLOCK HOLMES

ISSAC ASIMOV

*I don't fear computers. I
fear the lack of them.*

JOHN MAEDA

Simplicity is about
subtracting the obvious and
adding the meaningful.

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