



DELIVERING SEAMLESS EXPERIENCES THROUGH DIGITAL TRANSFORMATION

Data Information Intelligence Insight

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.

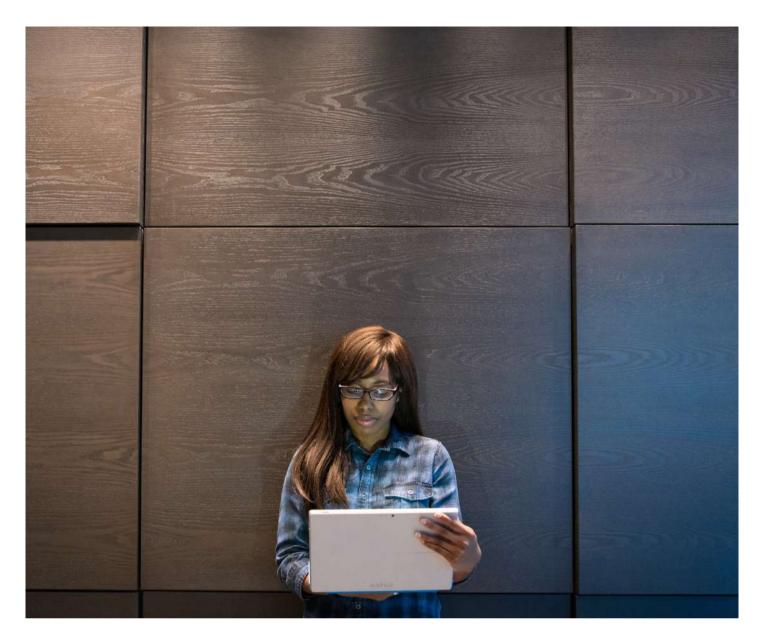
So, how is this achieved?

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

Data Information Intelligence Insight **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.

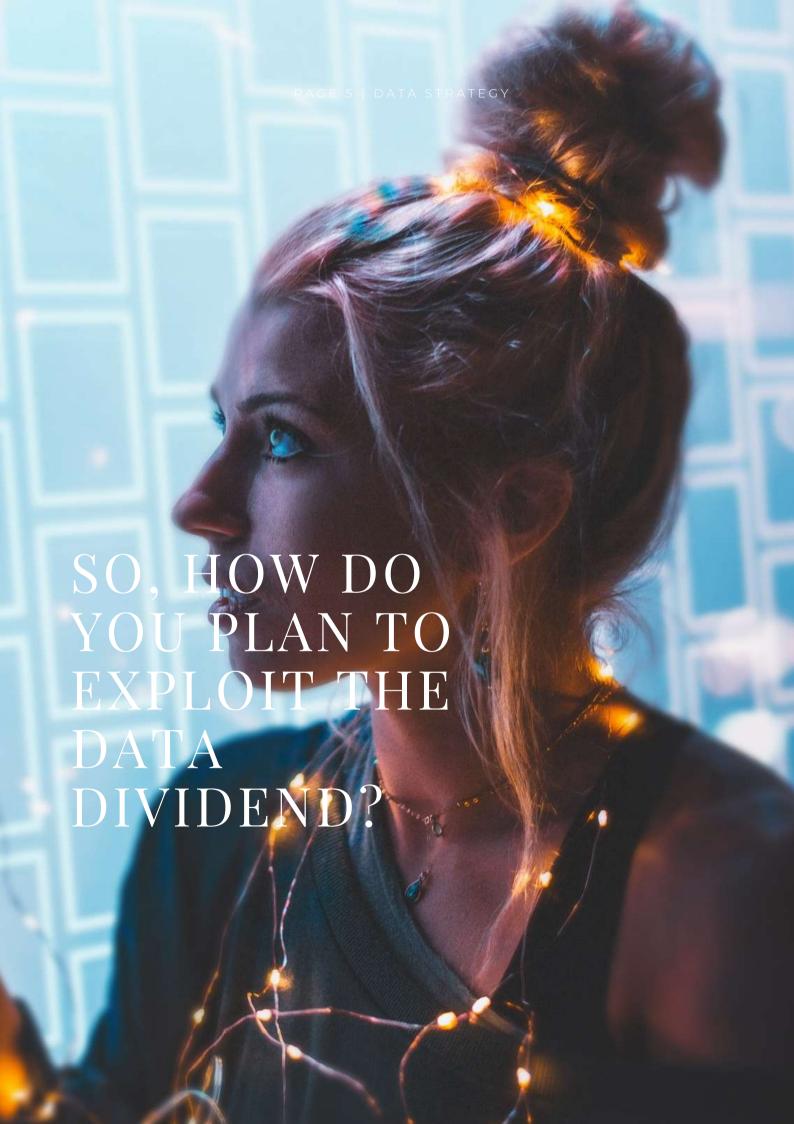
Delivery: Use data, insights and technology to deliver optimal customer experiences operational for prospects and existing customers.

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.



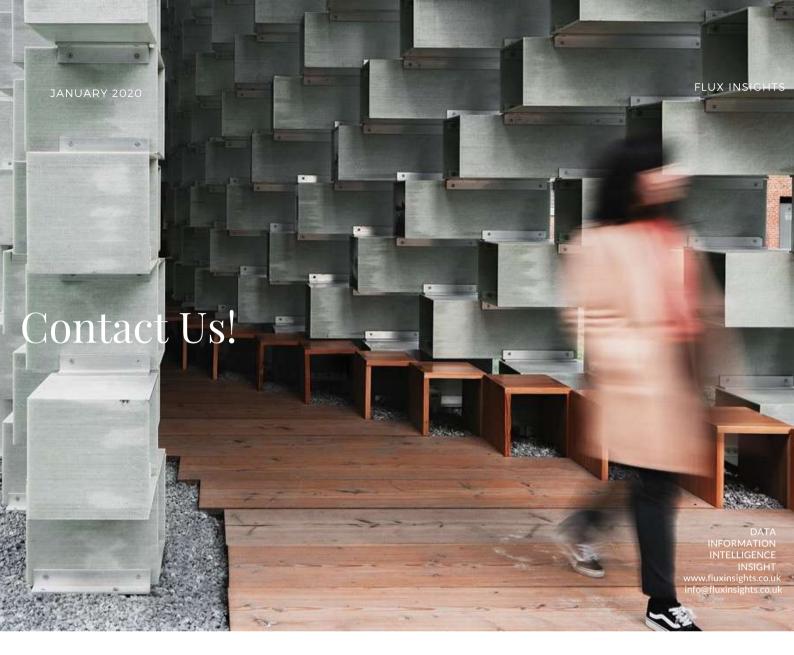




ELEVATE YOURSELF

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.



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.

Simplicity is about subtracting the obvious and adding the meaningful.

JOHN MAEDA

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