



Flux

MAXIMISE THE VALUE OF CUSTOMER INTERACTIONS

Insights

DATA
INFORMATION
INTELLIGENCE
INSIGHT

WWW.FLUXINSIGHTS.CO.UK

INFO@FLUXINSIGHTS.CO.UK

02

A Strategic Opportunity?



CREATE TECH ENABLED USER EXPERIENCES TO MAXIMISE THE VALUE OF CONSUMER INTERACTIONS

Data
Information
Intelligence
Insight

Personalisation and customer engagement are the yin and yang of digital transformation. Companies that offer complimentary multi-product service propositions.

Embedded into the everyday lives of consumers and businesses. Are best placed to, extract the maximum value from data-driven personalisation.

Harness the power of historical and behavioural data combined with precision segmentation, customer profiling techniques and emergent technologies.

To deliver automated customised content and services. Capitalise on the ordinary to become an extraordinary partner to your customers.





Never Ordinary

MAXIMISE THE VALUE OF CUSTOMER INTERACTIONS

Data
Information
Intelligence
Insight

Companies able to build flexibility and agility into how they respond to changes in consumer demand in real-time.

Are well positioned to capitalise on opportunities unavailable to their competitors.

In order to capitalise on the data dividend. Companies must create infrastructure, with the inbuilt nimbleness.

That enables firms to capitalise on forecasting and anticipating demand.

Maximising the exploitation of real-time data. Cannot be decoupled from the demand characteristics, of a product or service.

Or the infrastructure, created to deliver items to end users.

Create real-time intelligence from high volume perishable data. Analyse hundreds of streaming data sources. To gain insights into consumer behaviour, preferences and propensity to buy.

Develop an evidence-based decision framework.

Supported by efficient business processes to transform high volumes of fast moving and diverse data into meaningful insights.

THINGS TO CONSIDER

MULTIFACITED DATA SOURCING TO DRIVE VALUE FOR CONSUMERS

Leveraging behavioural analytics should encompass, a multitude of stakeholders, from consumers, employees, and members of an organisation's ecosystem.

The identification, optimisation and analysis of the data, required to drive business decisions across a collaborative network of agents. Is critical to capitalise on the data dividend.

Canvas data from across your ecosystem to push demand driven activity through your supply chain network.

Optimising the data dividend on offer by real-time business intelligence.

May require a re-imagining of your supply chain. In order to synchronise the in the field reality of event driven demand. With supply chain operations.





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.

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

Contact Us!

DATA
INFORMATION
INTELLIGENCE
INSIGHT

www.fluxinsights.co.uk
info@fluxinsights.co.uk

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.