Flux Insights

MULTIFACETED DATA SOURCING

DATA
INFORMATION
INTELLIGENCE
INSIGHT

02

A Strategic Opportunity?

LEVERAGE MULTIFACITED DATA SOURCING TO MAXIMISE CUSTOMER INTERACTIONS AND OPERATIONS

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Multifaceted Data Sourcing. Sound familiar? No? Well, it is the process of combining private and publicly available datasets to create new value propositions.

Companies that view data as an asset, understand that purposeful data is valuable data.

In some instances, executives may, see the value in combing multiple sources of data to address real world problems.

Why not leverage multiple datasets, to empower cross functional teams and members of your network to deliver solutions, consumers are willing to pay for?

In a world awash with data, it would be capital offence not to!

Leverage AI & Data

TO UNDERSTAND YOUR CUSTOMERS

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In the data era, broad ill-defined consumer segments, no longer cut it.

Consumers are well informed, able to compare products with ease and can switch brands at the click of a button.

Deploy advanced segmentation techniques, to uncover niche markets and valuable information about consumers.

Narrowing the gap between user intention and user behaviour is essential for accurately predicting the financial performance of businesses.

Deploy machine learning and statistical techniques to process large volumes of data with limited time runs.

Gain a deeper understanding of your customers and prospects. Through the development of customer segmentation techniques.

Utilise cluster analysis for precision customer modelling and predictive analytics.

That identify clusters of consumers, with characteristics that are closely aligned to your business revenue model.

Target homogenous groups with products and solutions that address a defined need.

SOMETHINGS TO CONSIDER

OPTIMISE PERSONALISATION & USER EXERIENCE

Purposeful data is valuable data.

Combine multiple sources of data to address real-world problems. Empower members of your network to deliver solutions, consumers are willing to pay for.

Leveraging data to enhance customer personalisation and user experience is essential to developing competitive advantage.

When aligned to what is unique about your business. As companies migrate, to providers of real-time information to employees and customers.

Organisation's that offer time limited intangible experiences, or products with very narrowly defined delivery windows.

Are best positioned to exploit the data dividend currently locked within their disparate IT systems.

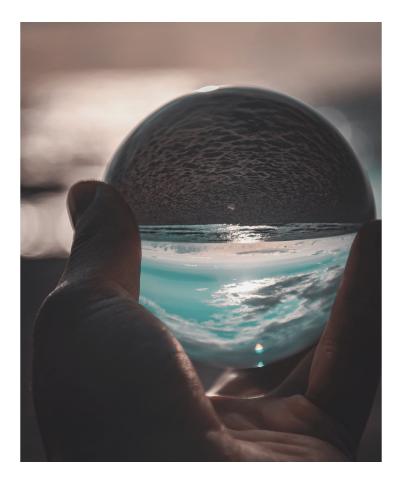Brand loyalty, customer satisfaction and profitability are inextricably linked.

Tracking consumer brand perception, and intent via social media, in-app behavioural data,

Combined with marketing, sales, operational information and the relevant statistical models. May begin to reduce the level of uncertainty associated with predicting consumer behaviour.

New technologies like machine learning may be deployed to learn from previous consumer interactions.
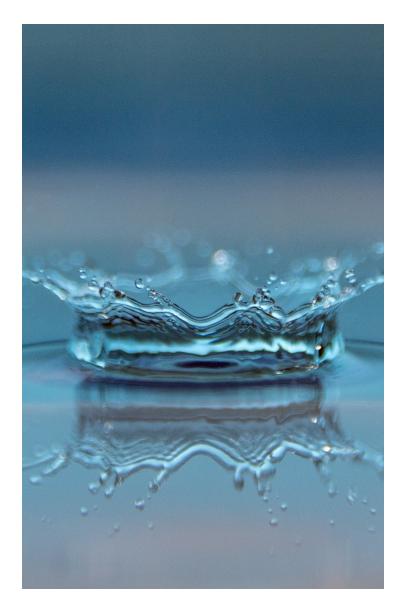
To enhance the customer journey, deal with customer complaints more effectively.

Identify trends in sentiment and enable marketers to deliver the right content at the right time to the right person online.
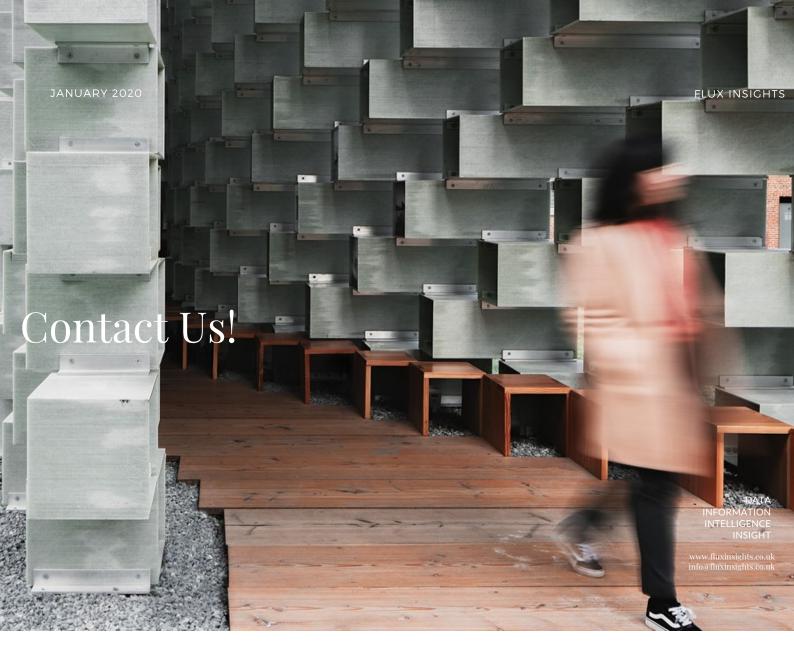
ELEVATE YOURSELF

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!

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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.

Simplicity is about subtracting the obvious and adding the meaningful.

JOHN MAEDA

WWW.FLUXINSIGHTS.CO.UK

email: marketng@fluxinsights.co.uk