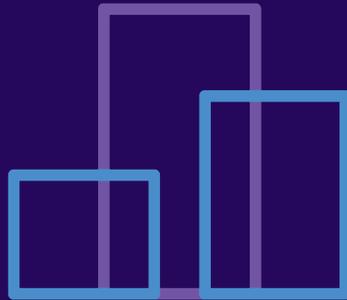


OpenJaw t-Data

Customer Life Score

Product Use Cases



How to Monetise your Customer Data through Customer Life Score

The Customer Life Score is a personalised, future-spend estimator, machine-learning driven solution, designed to mine your customer shopping data and produce easy access insights on your customers' future spend.

It can help marketers to run more effective campaigns through the identification of the right customers and right timing, resulting in reduced customer frictions, improved conversions and increased revenue. Enterprise loyalty programs can also benefit from this solution with more effective membership management. Let's look at some sample use cases which will give you a jump-start from monetising your own customer data with our solution.

Challenge 1 Identify the target customers

As a marketer, I want to run an effective marketing campaign in next six months with a limited budget. I need to choose a focused customer group to maximise the potential returns on this budget. How can you help?

Solution 1 The key is to find out who are most likely to buy in the desired period.

Step 1: Upload your customers' transactional records as the input file and set the forecasting period to 6 months.

Step 2: Select the customers with high purchase probabilities (for example, estimated probability of purchase in forecasting period' greater than 0.6) in the output file.

If you prefer a smaller number of customers to target, you can add more filter conditions. For example, restricting the number of repeated shopping ('Number of purchases' greater than four).

Challenge 2 Identify right time for upsell

As a marketer, I want to upsell the new ancillary products to high spenders. How can I identify the best time to send out my messages?

Solution 2 The key is to find out what is the most likely period for those high spenders to shop.

Step 1: Upload your customers' transactional records as the input file and set the forecasting period to 1 month.

Step 2: Rerun the program, with the forecasting period set to 2, 3, 4, 5 and 6 months, respectively for each run.

Step 3: Combine the outputs from all runs and identify the forecasting period that is associated with the highest incremental future shopping probability (the corresponding forecasting period has the highest incremental value under 'estimated probability of purchase in forecasting period' for each customer)

Challenge 3 Grow the customer value of repeat customers

In my loyalty programme, I have a large group of customers who have shopped repeatedly, but have neither shopped frequently enough, nor spent enough to become my most valuable customers. How can I identify those with the great potentials, so that I can provide more attractive incentives?

Solution 3 The key is to identify the customers with the great potential to grow.

Step 1: Upload your customers' transactional records as the input file and set the forecasting period to 6 months.

Step 2: Select the customers who made a few purchases (for example, having the value of 'Duration between First and Last Purchase' greater than 365 days, 'Number of Purchases' between 2 and 5).

Step 3: Identify the potential customers as those who will be among the top 10% highest spenders in next 6 months (for example, 'Rank, Estimated Spend Amount in Forecasting Period' greater than 90).

Challenge 4 Customer churn prevention

In my loyalty programme, I know some of my frequent shoppers have been inactive for a while. Can I identify those who are likely to churn in next 6 months? However, those who frequently purchased the low value products may not be considered.

Solution 4 The key is to identify the customers that are unlikely to shop in the future period.

Step 1: Upload your customers' transactional records as the input file and set the forecasting period to 6 months.

Step 2: Select the customers who are frequent and high value shoppers in the past (for example, having 'Duration between

First and Last Purchase' greater than 365 days, 'Number of Purchases' greater than 5).

Step 3: Identify the likely to churn customers, (for example, 'Estimated Probability of Purchase in Forecasting Period' less than 0.8).

Note: The numbers in these sample use cases are example data and you should use these with discretion, as the character of your own customer data may differ.

OpenJaw Travel Domain Expertise

OpenJaw customers include the world's biggest travel brands: All Nippon Airways (ANA), British Airways, TAP Air Portugal, Cathay Pacific, Hainan Airlines, Sichuan Airlines, Comair, Iberia, Aeroplan, Shenzhen Airlines, Shandong Airlines, Asia Miles, Kulula.com, Four Seasons, Avis, Color Line, Tibet Airlines, China United Airlines and Hong Kong Airlines.

OpenJaw Customers



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