

Customer Lifetime Value Management - High-tech Perspective

Unlocking potential with data-driven insights

The customer lifetime value (CLV) offering provides a data-driven framework to evaluate and optimize the total value a customer brings to the business over their relationship lifecycle. By leveraging advanced analytics, machine learning, and segmentation techniques, this solution enables businesses to predict customer behavior, improve retention, and identify upsell or cross-sell opportunities. Key features include personalized engagement strategies, churn prevention insights, and revenue maximization recommendations. This helps organizations make informed decisions to enhance profitability and foster long-term customer loyalty.



Success Story

Expanding possibilities:

Streamlining strategic alliances for enhanced growth and market advantage

Client: Leading multinational digital communications technology conglomerate

Solutions:

We matched partner details from industry data with the customer's partner master data. Using logic, we categorized data into three subcategories and automated the discovery of partners across these subcategories.

Impact:

Identified approximately 48,000 partners who are doing business for customers as well as competitors



Driving growth through strategic insights

Client: Leading multinational digital communications technology conglomerate

Solutions:

We conducted in-depth data analysis to uncover upsell, cross-sell, and renewal opportunities across various verticals. We also developed a scoring model to prioritize the launch of sales campaigns effectively and identified target sellers and accounts for each campaign to maximize its impact.

Impact:

Incremental pipeline – \$3.3 billion (approx.)



Frameworks and accelerators

- RFM Framework
- Campaign Engagement Framework
- GenAI business insights
- Data Buddy (Data Explorer)
- GenAI metadata enricher
- UX design



Services offered

- Measure and benchmark customer lifetime value
- Opportunities identification: Upsell and cross-sell
- Increase CLV: Sales enablement



Benefits

- Optimized upselling timing
- Precise targeting
- Improved productivity
- Increased customer loyalty
- Personalized engagement

For more information and to connect with our experts, please reach out to us at cloud_transform@zensar.com

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