

Engaging clients using analytics

Harnessing the power of consumer information



Goal

A global information company sought new ways of engaging their clients using insights from analytics..

The two key goals were to utilise its core data asset in a way that was more valuable to clients and to respond to customer queries faster.

Insight and Action

QuantumBlack worked closely with our client's domain experts to define user journeys and capture value for both our client and their end customers. Running approximations of our client's proprietary analytical models in the background provided real-time insights into what-ifs for the first time.

We delivered a visually rich prototype within 12 weeks, resulting in high demand from one of the company's largest fast-moving consumer goods clients. With this prototype, the company gained entry into the continuous analytics market by extending the value of the client's research across their customers' workflow.

Results

12
weeks

Prototype created that demonstrates the power of data visualisation to explore portfolios