

Improving customer awareness and product design

Validating R&D concepts with data



Goal

A financial information provider wished to improve its customer awareness in order to validate product design choices before significantly investing in a next-generation product.

Insight and Action

QuantumBlack applied genome-sequencing techniques to improve the company's understanding of user behaviour, identify hidden sequences of workflow, and to cluster users into previously undiscovered market segments.

We worked alongside the provider's in-house analytics team to accelerate the adoption of the new techniques, which identified new commercial opportunities and could inform design decisions by placing a value on UX choices through efficient frontiers.

We introduced a capability to predict user behaviour which could be used to reduce the operational cost of low-latency infrastructure.

Results

3%

Increased revenue

87%

Accuracy in predicting user behaviour