Customer Analytics and Decision Management

The Challenge

Creating competitive advantage is a crucial business imperative. Successful businesses understand that investment in customer acquisition and retention is not enough. Delivering a consistent and meaningful customer experience across the life cycle requires better decisions, deployed quickly.

The Solution

First Data provides you the ability to make faster, data-driven decisions at each point in the customer life cycle, from origination to recovery. We are setting a new standard in customer analytics and decision management through our acquisition of Intelligent Results® — generating successful outcomes for leading financial services, utilities, telecommunications and specialty retail organizations.

We offer an integrated customer analytics and decision management platform combining analysis, prediction, strategy and reporting capabilities — helping to ensure faster time to profit, higher lifetime value, greater loyalty and reduced costs to serve.

Analytic and Decision Management Solutions Help You

→ Perform advanced segmentation – identifying new customers to profitably grow portfolios, while minimizing costs and mitigating risk

→ Capture customer feedback such as e-mail or customer contact notes, providing Voice of the Customer insight for refining products and service delivery programs

→ Make and simulate better business decisions – understanding the costs and expected outcome of each action before it is put into production

→ Reduce effort and increase unit yields for collections and recovery activities

→ Improve skills-based routing and contact center performance

Here's How It Works

The key to profitability is making data-driven decisions based on your business strategy, ensuring the most appropriate action taken for every customer. Before you make important business decisions, our platform can:

→ Analyze your business drivers and costs, providing an action score

→ Drive specific actions, leveraging customer communication tools such as letters, automated calling, statement messaging or e-mail

→ Record actions, enabling continuous refinement in real time

→ Reduce reliance on scarce technology and analytical resources with solutions offered in a hosted environment, integrated with your existing business processes

Help Your Business

→ Accelerate profit through actionable customer insights
→ Increase collections rate for less cost
→ Build competitive intelligence through continued use and refinement

A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

For more information, contact your First Data Sales Representative or visit firstdata.com.

FD_Predigy_Prod