CustomerIQ

is a holistic platform and services solution from Neal Analytics. It leverages Microsoft Platforms, such as Dynamics Customer Insights and Azure Machine Learning, and Neal Analytics' expertise in machine learning and AI, to offer an integrated solution that enables companies to become more customer-centric

NEAL ANALYTICS

CUSTOMERIQ

Enabling organizations to know their customers, understand their behaviors and enhance their journey

FEATURES

Unified view of consumers and their behavior

Dynamic segmentation

Predictable marketing spend attribution

Agile Marketing

Content & channel optimization

Cloud-scale

Rapid iterations: test, measure, optimize

With CustomerIQ, customer data from across the entire buying journey are consolidated and unified on a single platform. Neal Analytics extends the value of this data with our library of machine learning models, generating powerful insights into customer behavior allowing for dynamic segmentation and personalization at scale. In turn, marketing investments are optimized to help grow revenues, reduce cost and drive brand growth.

| Know your Customers | Understand their behavior | Improve Marketing Effectiveness | Grow the business |

LISTEN
Customer data exits in multiple, often siloed, sources. CustomerIQ enables the consolidation of these multiple and heterogeneous sources into a single, unified view of the customer.
Marketers can better understand their customers by combining

LEARN
CustomerIQ leverages Neal Analytics' advanced machine learning models to dynamically segment customers, calculate their lifetime value, predict churn, determine the next-best-offer and understand their brand perceptions.

ENGAGE
Campaigns are developed with AI-driven insights into the optimal audience, content, and channels and executed with agility through real-time performance monitoring and measurement.
Marketing spend is optimized with measurable and predictable ROI.

ENABLING TECHNOLOGIES

Microsoft

Dynamics Customer Insights

Azure Machine Learning

Azure Data Lake

PowerBI

Neal Analytics

Advanced AI models

Application connectors

Semantic schemas

CONSUMERS PREFER BRANDS THAT PROVIDE PERSONALIZATION AND RECOMMENDATIONS

83%
Passively share data
in exchange for personalized experience

74%
Actively share data
in exchange for personalized experience

Is your organization ready for the Segment of One?

THE NEAL ANALYTICS ADVANTAGE

Neal Analytics can help you throughout your transformation journey with a comprehensive set of consulting services from business, to cloud, and analytics.

It is delivered as a flexible managed service offering. The composition of the engagement team adapts with the project needs for a specific phase. This team is staffed by seasoned business consultants, program managers, architects, data engineers, and data scientists.

The delivery model uses a modern, proven, and flexible approach based on the agile software engineering model. It ensures consistent and measurable results throughout the project.
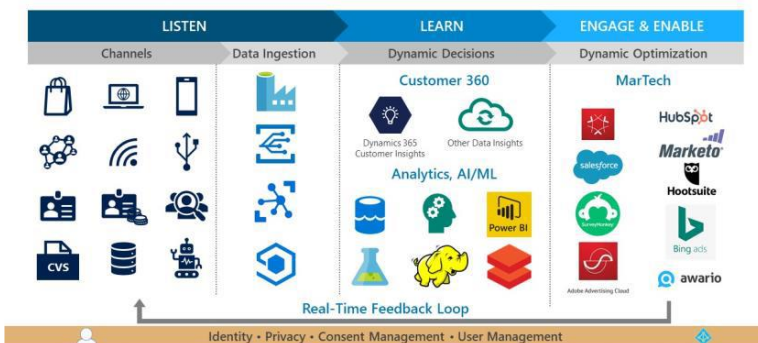
Neal Analytics recognizes that companies own the relationships with their customers and should therefore own the data and the insights. They should not rent access from a third-party vendor or SaaS provider.

CustomerIQ is designed to enable and empower your organization. It's deployed as your IP and designed to meet you where you're at in terms of current tools, technologies and data sources.