

DXC Fast Series: Customer Insights

Solution Overview:

Our Customer Data Platform solution offering the fastest way to realise the full potential of customer data, bringing together data from multiple source systems into one centralised repository.

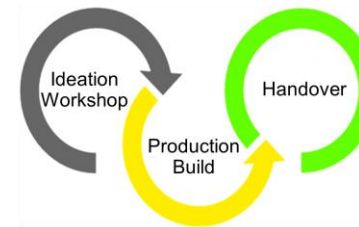
Solution features:

- Tangible outputs based on customer data
- Working Proof-of-value which can be easily extended
- Consolidation of disparate customer centric datasets
- Customer segmentation and Histogram of activities
- An understanding of your market and demographics
- Big data platform with endless scale
- Built on the Azure Data Lake

Benefits:



- Build a Proof-of-Value
- Deploy to a trial environment
- Train you to maintain and extend the solution



- Co-build of the final solution
- Integrate into other solutions and the Power Platform

What we deliver/USP



Collaboration

- Partnership with DXC working on a collaborative solution
- Ideation workshops to get started with your first deliverable



Power Platform

- Expertise extending Customer Insights with Power BI, Power Automate, PowerApps & Virtual Agent



AI & Data Platform

- Take Customer Insights to the next level with Machine Learning
- Scale out the solutions with an Azure Modern Data Warehouse



Expertise

- Proven experience with CRM and customer data
- Business Analysts to help uncover key customer drivers

Implementation*:

As little as 3 weeks and £10-15k

Initial 1-day FTF or virtual training:

Corporate* rate £1,500

Individual** rate £500 (£300 virtual)

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