

Know Your Customers, Reduce Returns

Utilizing a Robust Ensemble of Data for Insights on Customer Behaviors

CASE SUMMARY

A global manufacturer of smart phone devices was struggling to put the pieces of a puzzle together that involved warranty returns and exchanges. Intuition told them that the returns could be linked to either defective products or end-user misunderstandings. But, seeing an increase in the amount of returns over the past 3 quarters was tell-tale enough to realize that this problem was impacting their brand value, customer experience, and bottom line. They knew they needed to rely on concrete facts rather than intuition. Analytics was the approach to isolate and resolve the problem.

Intuition told them that the returns could be linked to either defective product or end-user misunderstanding but, data gives concrete facts regarding consumer behavior patterns.

Alenza

Interact with data to extract and draw out those KPI's that answer the questions of "who", "what", "why" when it comes to customer behaviors.



Use data as a competitive tool to shed light on brand value and customer behavior

Data Sources

Location
Social Media
Call Volume
Dropped Calls
Voice Mail
Demographics
Plan/Contract



Identify the cause of returns



Improve the customer's experience



Reduce the number of returns & exchanges

USING DESCRIPTIVE AND PRESCRIPTIVE ANALYTICS

In addition to the call logs generated from customer service calls, Avlino took a prescriptive (combining descriptive and predictive analytics) approach in creating a holistic model that was based on an in-depth understanding of the customer. The strategy was to collect all possible and accessible information to facilitate the categorization and classification of customers into groups thus isolating the potential drivers of support calls or, identifying the specific KPI's (Key Performance Indicators) based on the profiles that were built.

Avlino's team quickly went to work in facilitating the collection, cleansing, and pre-processing of internal and external data sets. The programmers could not wait to get their hands on the plenitude of data the manufacturer collected internally. This company was rich with customer specific information such as location, call volume, dropped calls, voice mails, demographics, and plan/contract data.

In addition, the analysts introduced a social dimension to complement internal data that includes web based commentary from social media, review sites, and blog posts.

Last, the data scientists assimilated all of this data to extract and draw out those KPI's and work toward answering the questions of "who", "what", "why" using a layered ensemble of machine learning models neural network algorithms to build a predictive model for the warranty issues.

Implement prescriptive analytics in everyday business decisions to determine the best course of action.

Alenza Delivers

The analysis and data collected from transcripts and social provided a complete understanding of the reasoning behind a return and that a proactive approach through targeted messaging should be implemented as best practices. In addition, internal processes required further refinement.

- 27% reduction in support call volumes
- 18% decrease in device returns
- 22% cumulatively reduction in warranty support service costs

Find out how you can implement prescriptive analytics in everyday business for enhanced decision making, engage Avlino today!

About Avlino

Avlino Inc. provides solutions and services in data analytics. Our primary focus is to simplify data analytics in a quest to nurture the "Citizen Data Scientist" concept by removing the complexities and replacing them with pure insight. Our robust solutions add value to customers through high quality, cost effective, and efficient solution delivery that integrates business strategy, data science, and data engineering models.

Request a Quote Today!

telephone: 732-946-0472
email: sales@avlino.com

