Analytics & CUSTOMER EXPERIENCE

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Big data analytics is key to boost customer experience

WHAT CUSTOMERS WANT

MODIFY
Simplicity, clarity, personalization

FIND
Availability, variety, relevance, transparency

PAY FOR
Cost control
Simplicity

GET
Simplicity, clarity, personalization

GET HELP
Accessibility
Speed
Resolution

SET UP
Accuracy, speed, efficiency

USE
Speed, quality, accessibility, reliability

Big data = competitive advantage

WHAT IS DATA ANALYTICS?

The discovery and communication of meaningful patterns in data

Source: Gartner

From tech to value

BIG DATA Enabling data DRIVEN DECISION MAKING

DATA MANAGEMENT

information needs

Any Data available to any Application
for enhanced Insights

Mobility matrix

- Insights to improve fan experience, sponsor revenues and ticket sales

ERICSSON MINT ANALYTICS APP STORE

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