

Big Data Consulting

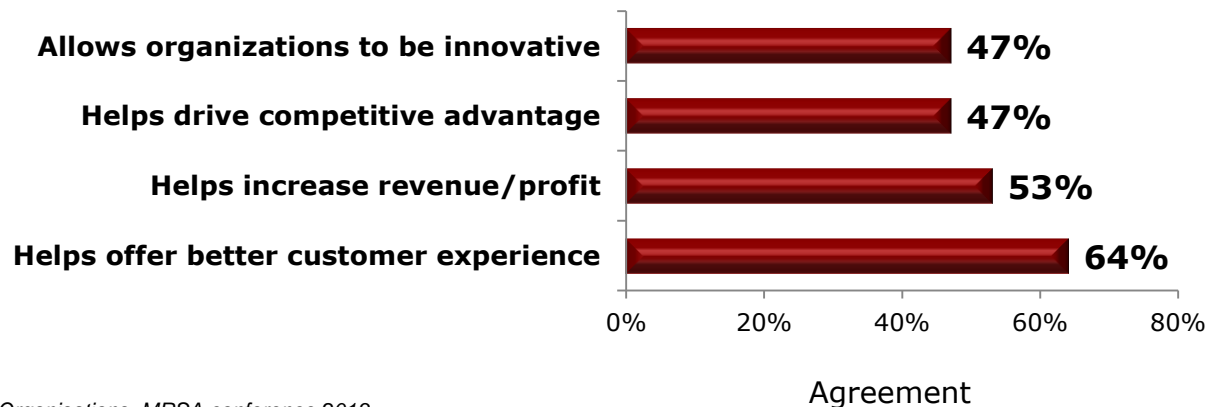
Improving ROI from your Big Data

September 2013



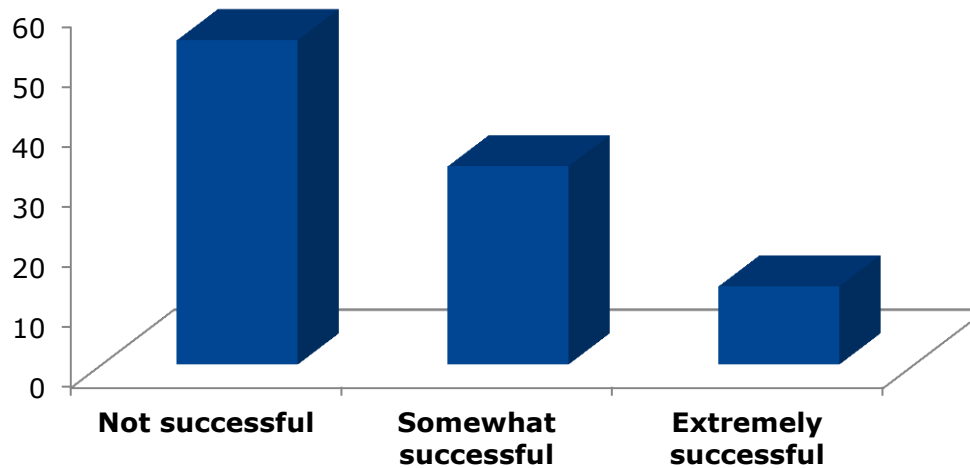
Background

- ❑ Big Data sources such as CRM systems, DIY research, point of sale, web analytics/search measurement platforms, customer data warehouses, mobile analytics and social media are providing organisations with lots of data - and they see the potential benefits - but many are failing to gain the insights they need to drive their organisation forward quickly, effectively and successfully.
- ❑ External marketing and customer data are not the only critical sources of vital information. Internal data reflecting culture, morale, process efficiency and other employee initiatives and KPIs are also important to engage as part of the Big Data picture
- ❑ An independent study presented at the 2013 national conference of the Australian Market and Social Research Society found that most organisations see the benefits of Big Data analytics:



The problem

- Many organisations however do not rate themselves as particularly successful in leveraging Big Data analytics for customer experience:



Value proposition

new**focus** has a specialist team and set of systems that bring the rigors and skills of the market and social research industry to the Big Data space. Features of this process include:



- We work with decision makers and key stakeholders to understand the business/marketing problem
- We determine how best to apply current data sources to solve it

- What external (customer/market), and internal (culture/efficiency) data needed, available and relevant to the solution?

- Our expertise and experience in understanding consumer behaviour, markets, psychology and history adds value prior to commencement
- Background information be augmented as needed with historical research to ensure maximum tacit knowledge is leveraged for client



Value proposition cont/d



Establish gaps

- Determine what (if any data) gaps exist
- Suggest cost effective solutions to fill the gaps quickly & efficiently

Develop insight

- Using our understanding of populations, a range of analytic tools including the Cowley Funnel Web, simple and advanced statistics, behavioural economics and predictive analytics, we assist you by developing and rendering actionable insights from Big Data

Learning

- Creating processes for rapid, validated learning from real world testing

Tell the story

- Assist the client with design and implementation of communication strategies and methods to communicate the insights throughout the organisation
- Incorporate interactive management dashboard technology to assist in communicating critical data to the people that need to know, in real time

Client benefits

- ✓ our process more effectively leverages Big Data analytics and can improve customer experience, company culture, process efficiencies, revenue/profit, competitive advantage and innovation in the organisation
- ✓ makes life easier for our clients, builds internal relationships, and impresses peers and leaders
- ✓ saves the client time so they can concentrate on their job
- ✓ saves time and money for the organization by leveraging current data to solve business and marketing problems
- ✓ gains maximum insights from current data ensuring good ROI from existing systems
- ✓ brings a range of skills to organizations that may not be readily available in-house
- ✓ ensures a focused market and customer research program - primary and secondary research data is only used when gaps in the current data are established, not conducting research for research sake, thus maximizing research effectiveness and ROI

Big data process

Presentation of data
(Insight)



Source of data
(primary/secondary)

Custom research
(Customer/Stakeholder)

Big Data
(Both internal
and external)

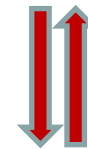
Internal
(OD, team,
leadership KPIs etc.)

newfocus
methodology

Traditional
methods

Big Data
Consulting

Traditional
methods



Our services...

Next-Gen business research solutions

- mobile communities/smart phones
- big data
- social media
- change management
- behavioural economics
- predictive analytics
- integrated management dashboards

Traditional research that builds success

- marketing strategy & segmentation
- brand & communication
- customer satisfaction/loyalty/advocacy
- usage & attitude
- price point & purchase intention
- customer churn, retention & acquisition
- product/service development (new & existing)
- mystery shopping & retail audits
- hybrid methodologies
- best practice qualitative research
- quantitative benchmarking & tracking

Social research that matters

- community engagement
- social marketing campaigns
- program evaluation
- cross-cultural research
- stakeholder & community consultation research
- ethnography

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