# Stratedge BigData Framework for CRM

## 1. Executive Summary:

Other than the Financial Markets, Sales and Marketing domain is the biggest adaptor of BigData technologies. Big Data technologies are playing a key role in not only analyzing structured data, like sales transactions, but also in gaining insights into customer behavior analysis and prospect buying intention analysis from semi-structured social-media data. While there are many off-the-shelf products which analyze data separately, i.e sales analysis alone or social media data, the need of the hour for any enterprise is a solution which combines the insights from each of the data silos separately and tell the big-picture of the customers and their behavior.

StratEdge BigData Framework for CRM uses integrated data-modeling techniques and build a single "customer intention model" that combines the data from both structured transactional sales data and social media data to generate actionable business insights.

## 2. Intent Data - Gold within Big Data

Within the voluminous enterprise data-marts, the dataset that is very critical for CRM is intent data. The Intent data comes in four primary silos: Transaction, Search, Email and Social.

### 2.1 Transaction Intent Data

Smart retailers constantly analyze transactional intent data mined from their site, such as the referral site the user arrived from, the date and time of the visit, CRM data, and on-site behavior like pages visited, and shopping carts abandoned. Brands can mine and refine this data to create sophisticated profiles of each site visitor. These profiles, in turn, allow retailers to target consumers with ads and deals for the products they're most likely to buy.

### 2.2 Search Intent Data

Currently, search intent data is the most widespread and powerful intent data on the web. As discussed above, search intent data is comprised of the keywords that users enter into search engines. The very act of searching for a term is laden with intent. Search intent has evolved beyond simple search ads on search engines like Google.

### 2. 3 Email Intent Data

Through marketing automation software, you can collect myriad data about your email subscribers. We can look at how a specific call to action, or piece of content generates clicks, and then cookie users to segment them based on the content they subsequently consume on the web site. Using that data, we can target them with much more relevant and effective emails.

### 2.4 Social Intent Data

When people share content on social media or express their likes and interests, that's all intent data that can be used to serve relevant advertising. Among social media platforms, Facebook and Twitter are at the forefront of the social intent data movement. Facebook's advertising platform allows marketers to target users based on the things they've publicly shared, with categories such as Interests, Activities, Favorite Music, Movies and TV Shows.

Similarly, Twitter allows marketers to target users with promoted tweets based on over 350 interest categories. Marketers can refine the focus even further by designating certain influencers who represent the desired audience for a campaign. Ultimately, this is all third-party social intent data filtered through social platforms.

## 3. Best-of-Breed CRM Analytics & Data Silos
Most of the best-of-breed CRM analytics solutions in the market all focus on only one of the four different data-sets available. Even the big analytics product suites that cover all the four data-sets provide different model catering to individually to each of the data set. These solutions miss the holistic "big-picture" by miles. Another singular drawback of the best-of-breed CRM analytics solutions is that 'Relevance' and 'Personalization' has been the single most focused feature. These solutions focus more on recommendation systems like Amazon and Netflix recommendation systems. Only highly specialized next-generation CRM analytics solutions are now focusing on Intent-Analysis.

## 4. StratEdge 'CRM Analytics' Framework
StratEdge CRM Analytics framework is a model which combines the relationships between all the various intent data-sets and provides a combined workflow to unearth customer insights. The various workflows steps in the analytics are as follows:

a. *Sales Analytics for Transactional Data*: compute customer segments which are profitable and which are persuadable;

b. *Customer Profile analysis*: understand customer attributes of successful customer segments;

c. *Intent Keyword Analysis*: analyze the search keywords that are contributing to web-traffic and sales; email data analysis (different stages in sales funnel), etc.;

c. *Social Lead Generation*: listen to social media for intent-keywords and identify prospects which have successful customer attributes;

d. *Lead-scoring using Intent-Analysis:* ranking leads generated thus in terms of faster sales conversion.

## 5. Conclusion
At Stratedge, we believe that Big Data is more about models than data per se. More valuable are those models which exploit more connections and relationships between the entities within the model. StratEdge's Framework of CRM data mining provides a holistic model by optimally combining the various data-silos together to exploit the inherent relationships and connections which are otherwise missed out in analytics of best-of-breed products.