



Predict Customer Behavior to Build Outstanding Relationships

Obase Detailer Analytical CRM solution empowers retailers to gain a deeper knowledge of their customer base. With an omnichannel approach, the solution helps businesses better predict consumer behaviors and the shifts in consumer interests. This, in turn, enables companies to maintain better customer relationships and improve profitability.

Be Empowered To Maintain And Enrich Profitable Relationships

From an increased ability to manage customer churns and understanding the reasons behind those churns, the solution also enables organizations to effectively anticipate and manage risks.



Key Benefits

- » Ready-to-Use 500+ KPIs
- » Trend Detection and Prediction
- » Enrichment in Profitable Relationships
- » Increased Bottom Line
- » Highly Customized Campaigns
- » Customer Churn Management

Detailer CRM provides a foundational Datamart which brings together retail adaptations of models such as customer segmentation, basket and RFM analysis, and segment transition scores to deliver a well-structured system for the CRM managers.



Dashboards and Reportings

- » Demographic data
- » Activity status (first-last purchase date, shopping frequency, customer acquisition date)
- » Sales values (last 1-12 months shopping amount, quantity, frequency)
- » Return values and rates
- » Discount sensitivity
- » RFM & segment values
- » Gained/used/collected points
- » Product ownership, product group shopping
- » Payment preferences
- » E-commerce behaviors
- » Favorite store/channel/payment type/campaign/day and time of the week and month
- » Check, coupon, discount and point behavioral data
- » Customer acquisitions (Which period, campaign, store, product, collection, brand)
- » Special day behaviors, brand additions, etc.



Business Outcomes:

- » **24%** Increase in Campaign ROIs
- » **30%** Campaign Budget Savings
- » Track & Improve Your Marketing Performance
- » Increased Revenue and Customer Retention