

# Build Customer Relationships [DATA MINING]

## Business Analytics

Your profits are measured in data, not cash. Grow at a rapid pace using insights from your current business data.

**Bilander provides the know-how and tools.** Discover new product opportunities, build customer loyalty, develop up-sell and x-sell.

### Too much data to manage?

Outlets	230
Salesforce	2000
Offers made daily average	5000
Customers	2 000 000



### REPORTS 24/7, ANYWHERE

Meet Binocle, a platform designed for Business Users. Have your headquarters, regional managers, outlet managers access information around the clock and on any device. Easily check current sales rankings / margin / turnover / dynamics for any store, region, the entire network etc.

### BEHAVIOR, PREFERENCES AND CUSTOMER LOYALTY

Study customer behavior (shopping cart, geography, mobility, transactions). Discover product features determining purchase-decisions. Create offers truly tailored to the needs of buyers.

### BASKET ANALYSIS



Find goods frequently bought together. Come up with promotions that are more appealing to your customers. Build **flexible x-sell / up-sell** scenarios.

### GEOGRAPHICAL ANALYSIS

Control expansion costs. Find the optimum location for a new vendor / business partner using data (historical, demographic, social and economic).



### CHURN / RETENTION

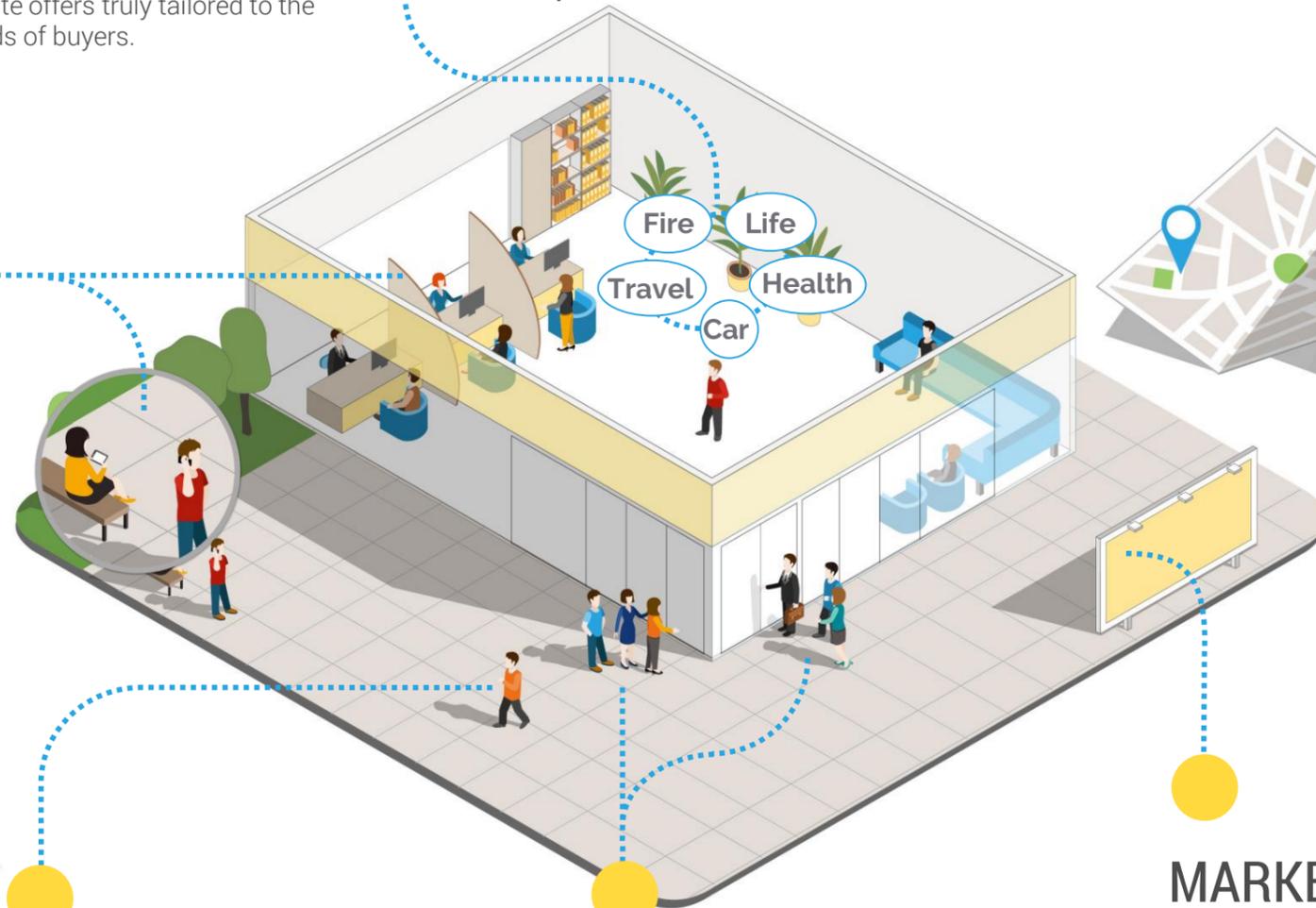
Determine the causes and control churn. Optimize customer retention costs. Define the likelihood of individual customers moving over to a competitor..

### CUSTOMER SEGMENTATION

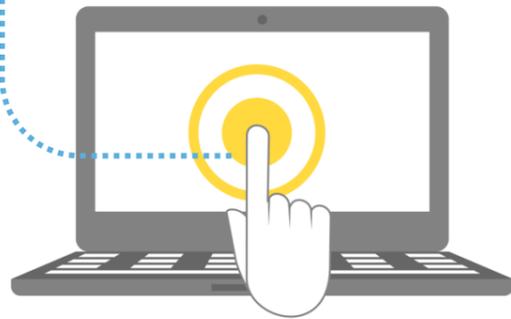
Identify customer groups and the goods they buy. Create more appealing promotions, offers and means of communication.

### MARKETING CAMPAIGN EFFECTIVENESS

Analyse & evaluate promotions anytime you need. Even while they last. Boost campaign performance and communication. Use insights to improve future actions.



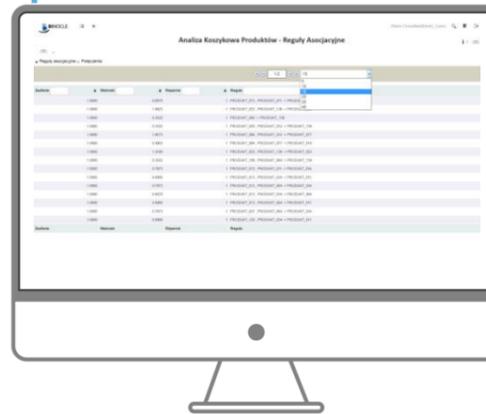
### ALL DATA IN ONE SPOT



Binocle is a complete solution for data integration, reporting & analysis. It's one of the most versatile platforms of its kind.

Gain insights from data within minutes (production, sales, customers, revenues, costs, product portfolio etc.).

### BASKET ANALYSIS



Get to know your customers

1. Optimize product **portfolio** and adjust **inventory**.
2. Create **baskets** tailored to your customers.
3. Combine products to gain optimal margin level.

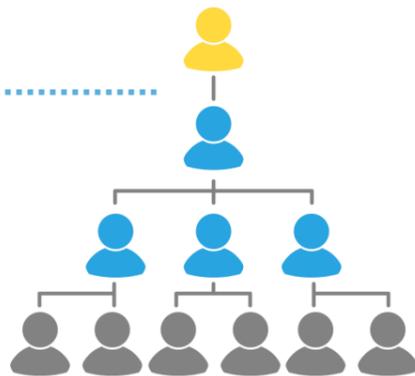
### FRAUD DETECTION



Limit the chances of fraud. Detect and prevent loss, theft, delays in settlements / payments.

Receive **automatic system notifications** of anomalies to be investigated.

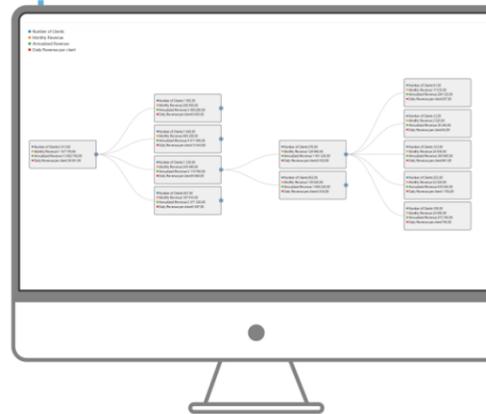
### RISK ANALYSIS



Predict and manage the sensitive, transactional part of your business.

Use Binocle to run **customer scorings**. Estimate financial risk of transactions, returns and refunds.

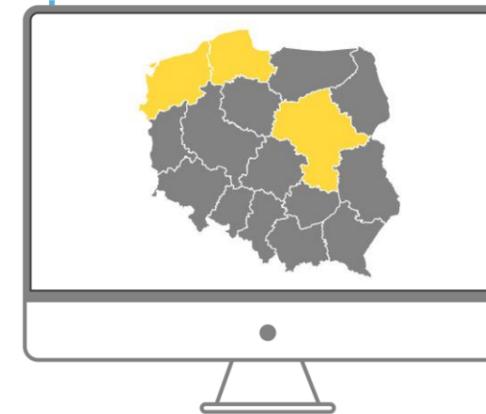
### CUSTOMER SEGMENTATION



Is your offer relevant to your prospects?

Forecast the behaviour of your customers. Develop and implement sales strategies for each generation.

### GEOMARKETING



Forecast **customer traffic and salesforce activity**. Focus on selling the most promising products.

Optimize the development of your sales network and customer service points.

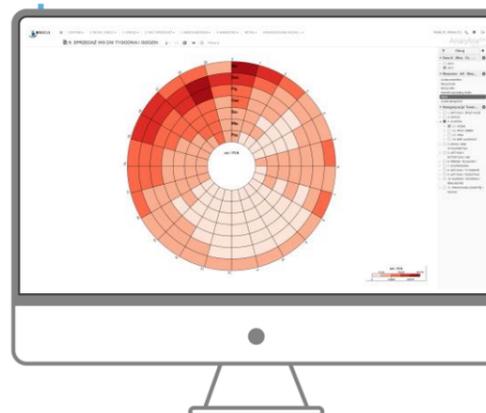
### TIME SAVINGS



Automate **data integration**. Stop wasting countless hours on manual data entry and reporting.

Dedicate it to data analysis that actually brings real **benefits to your business**.

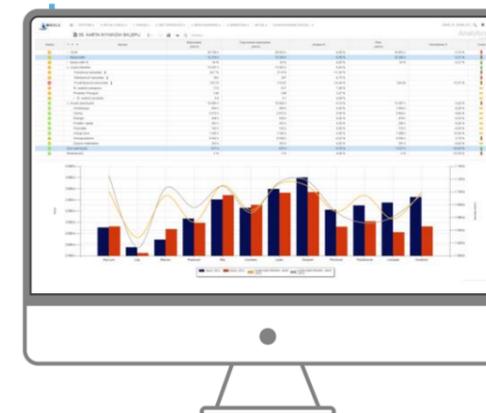
### MARKETING CAMPAIGNS



Find out what actually works? Analyse effectiveness of marketing / sales actions.

Observe (also in real-time) the influence of marketing campaigns, incentive programs, competitions, gadgets etc.

### PERFORMANCE



Evaluate the performance on a current basis (sales, costs etc.). **Monitor** which products / staff members / outlets need support to deliver results.

Stay ahead of the competition. Be the first to **identify new areas for development**.