



Tapping into Market Opportunities with Customer Intelligence

INTRODUCTION



What is customer intelligence?

Customer intelligence (CI) involves using customer data to derive valuable market. This can be collected by organizations from both internal and external sources. The purpose of CI is to understand customer motivations better in order to drive future growth. Leveraging customer intelligence not only boosts campaign-specific metrics, but customer acquisition, retention, and satisfaction, as well as revenue, profitability, and customer value.

Although there are several mantras of the mass marketing era where the customer is assumed to have a conditioned response that is totally predictable, today's customers are highly dynamic in their choices and are known to take informed decisions while making a purchase. So, customer intelligence solutions are inevitable for businesses who want to correctly identify what their customers want and what needs to be done to keep them hooked the brand.

Using customer intelligence, businesses are revolutionizing the way they operate. We have created entirely new methods for engaging customers—illustrating the disruptive power unleashed by comprehensive customer intelligence models. Request a free brochure to know more

REQUEST A BROCHURE



Why businesses cannot ignore customer intelligence

Customer intelligence is about producing insight into customers that is both smart and useful for your company. Irrespective of the industry, here are four reasons why customer intelligence is vital for your business:

Turn data into dollars with the right business intelligence solutions. Request a free proposal to know how Infiniti can help you!

**REQUEST FREE
PROPOSAL**

Promote customer loyalty

In a market that changes from one day to the next, a long-term approach to research will leave you behind and your customers looking elsewhere. In order to convert and retain customers, businesses must constantly stay updated with the changing market trends and demands of the customers. Often, it's merely a matter of exploring how consumers interact with your website or company. You can track the customers' purchase history, satisfaction levels, time spent on certain pages, and other purchasing behavior to gain insights into how to deliver better service. Customer intelligence combined with the right sales dashboard also gives businesses the ability to present personalized offers, advertising, and incentives to motivate repeat consumers and encourage loyalty.

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Real-time market changes

The constantly evolving marketplace makes it difficult to keep up with these changes. Furthermore, lapse in market knowledge could also present a big setback for companies. Customer intelligence focuses on providing a steady stream of data that quickly converts into actionable insights. Having aggregate data of the customer base helps companies to comprehend broader market trends.

Improve sales efficiency

The effectiveness of any sales effort made by a company is evaluated not only based on their short-term value, but also, how they translate into repeat business is also taken into consideration.

Customer intelligence can be used to streamline sales and consequently results in repeat buyers and loyal customers. Moreover, a good customer intelligence solution can reduce waste and help companies train a better sales team to drive ROI.

Reduce wastage

Focusing on actionable insights derived from customer intelligence can give you a better way to create a sales strategy that's agile. Prioritizing a consumer-driven approach can help you reduce the number of superfluous efforts you produce, as well as create more effective marketing, sales, and retention strategies.

ABOUT US

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing, and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation.

By using Infiniti as your research partner, you can supplement and augment your internal resources on a flexible basis, increase the productivity of your team, and simultaneously cut costs.

Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100 Fortune 500 companies and numerous small and medium-sized companies across several industry verticals.

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