SUTHERLAND CUSTOMER
RETENTION ANALYTICS

Sutherland Customer Retention Analytics – Predictive and Prescriptive Analytics to Minimize Revenue Loss and Maximize Customer Lifetime Value.

Customer churn is a big problem faced by many businesses, creating a serious and detrimental impact to revenue and profitability. But in today's hyper-connected world, consumers have multiple choices and channels where they can spend their money. Routine loyalty is a thing of the past as shoppers are heavily influenced by social media, easily accessible partnership programs, and more. Because of this and the necessity of improving revenue from the existing customer base, businesses require advanced analytical approaches to understand the precise customer behaviors that signal a customer to be at high risk of churn. The right data, when received at the right time, can enable organizations to strategize and proactively reach out to customers with the right retention strategies in form of personalized offers, recommendations, and communications that can result in positive considerations.

Retention management has emerged as a crucial competitive weapon and a foundation for an entire range of consumer-focused marketing efforts. With effective retention management, a company can determine what kind of customers are likely to churn, and which ones are most likely to remain loyal. Also, the prescriptive capabilities on the marketing tactics can enable any marketer with the right retention strategies and an understanding of the impact on various business metrics and cost incurred in putting these strategies to action.

With Sutherland's customer retention analytics solution deployed on Google Cloud Platform (GCP) our customers can analyze their internal historic information enhanced with the Sutherland curated external data sources to easily and more accurately identify customers at risk of churn, and more importantly to identify and deploy personalized strategies to retain these at-risk customers. It leverages a grounds-up 360-degree view of every customer to enable a marketer or business stakeholder to simulate and evaluate the impact of retention strategies on business outcomes ranging from market share to annual revenue to customer lifetime value. Through this pro-active and prescriptive retention management, our customers can improve their retention strategy and thereby impact profitability, revenue, and customer lifetime value.

> The Sutherland Retention Analytics solution maximizes customer lifetime value through pro-active, personalized outreach of 'at risk of churn' customers, thus growing market share, revenue, and profits.

Sutherland's Customer Retention Analytics brings key capabilities:

Fast access to all relevant data:
Drag-and-drop tools to combine CRM and external data in a common analytics environment with unprecedented speed and capacity.

Advanced predictive and prescriptive analytics tools:
Configurable for industry and company nuances to generate more accurate recommendations.

Simple sharing of analytic insights:
Enables effective and prompt decision making.

The benefits you reap with Sutherland's Customer Retention Analytics solution deployed on GCP are:

- **Wholistic decision:** Predicts customer future margin, revenue, up-sell, cross-sell and lifetime value potential in addition to churn score thus enabling organizations to take wholistic decisions on which customer to retain or let go to achieve business goals.
- **Personalized recommendations:** Prescribes personalized retention strategy based on individual customer behaviors thus ensuring higher response rates i.e. higher retention rates with less spend.
- **Simulate impact of churn and retention decisions:** Empowers analysts to run multiple what-if simulations on dollar impacts of at-risk customers to target, costs to retain customers and gains from retaining customers thus enabling organizations to deploy surgical interventions.

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With Sutherland's Customer Retention Analytics built on GCP, you benefit from more data sets and more machine learning (ML) models to discover insights faster – honing your competitive edge.

Sutherland's approach to GCP:

1. We deliver a customer-centric approach that provides solutions and deployments unique to each client.
2. We are 100% focused on customer success. Our incredible depth of understanding of the service environment ensures our customers achieve their desired outcomes.
3. We believe in relationship focused outcomes for our clients and their customers, and for Sutherland. We design our partnerships for a win-win-win.
4. We work with global leaders in almost every major industry, leveraging our deep domain knowledge and GCP's secure, open, collaborative, and intelligent technology, in every combined interaction.

To learn more about how Sutherland and Google Cloud can help, please contact us at **googlecloud@sutherlandglobal.com**, visit us at **www.sutherlandglobal.com/googlecloud**, or call **1.585.498.2042**.