

# Customer Analytics: Informing your Customer Strategy

DMSA helps you to make informed data-driven decisions

regarding your Customer Strategy

Making informed data-driven decisions and linking these to your Customer Strategy is what will give your business the competitive advantage.

DMSA applies state-of-the-art statistical analysis together with astute business analysis to help you answer the critical questions you should be asking about your customers.

## “Who is your customer?”

### DMSA Customer Data Analytics

- **Our strong alliance with Wits University** gives us access to the most up-to-date statistical modelling techniques.
- **We enrich existing client data by using** external contact databases to update missing data and to ‘clean’ existing data.
- **We segment the client database and fit regression models**, in particular to:
  - Determine the profile of existing client base
  - Determine predictors of buying behaviours
  - Use understanding of the existing client base to target new clients / areas.

## “How does your customer experience you?”

### DMSA Survey Process

- **Using state-of-the-art survey methodologies**, we work with you to design a survey to gain insight into your clients' priorities.
- It is critical to measure customers' loyalty and propensity to switch, alerting you when to take action, particularly for your most valued clients.
- **We provide actionable output** – we interpret the survey results and make recommendations for your customer management strategy.

### DMSA Focus Groups

- We have **highly experienced facilitators** to lead the focus groups.
- We use a **structured discussion guide** to ensure consistency of format and to enable comparisons between responses of each group.

## “How does your customer interact with you?”

### DMSA Mapping & Enhancing the Customer Journey

- Customers no longer have single interactions with a company – there are **multiple points of contact**.
- **The Customer Journey** covers all the possible points of customer contact (channels, processes, people, marketing and branding etc.).

## “How can you create an exceptional customer experience?”

- The key is to identify the **critical customer touch points** within the Customer Journey and to **measure service delivery** at these points.
- DMSA takes you through a **structured process** to map your Customer Journey and to identify your critical touch points.
- DMSA can make **recommendations on the way forward** using survey feedback and the results from the data analytics.

## About DMSA . . .

Formed in 1996, DMSA is a niche-specialist research company that combines state-of-the-art statistical analysis with business analysis to help organisations generate business intelligence.

DMSA has two divisions: The Survey division which conducts customer-focused research and organisational surveys; and the Data Analytics division which works with extracting intelligence from large databases.

## The DMSA Team

We have a unique blend of specialists: statisticians, business strategists and organisational psychologists who work together to deliver an effective business solution

## Why DMSA?

- **Highly experienced**  
DMSA has over 18 years' experience in conducting surveys
- **Highly qualified**  
Members of staff include accredited academics
- **Unique blend of staff**  
Statisticians, industry specialists and business analysts work together
- **Web-enabled**  
Surveys are conducted online
- **Excellent track record**  
Long-standing relationships with clients

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