

# SUCCESS STORY

## ENHANCING CUSTOMER DEFINITION AND SEGMENTATION

Squid created new customer metrics for targeted sales messages.

**Issue:** To improve sales and loyalty, a major retail bank decided to enhance their current reporting based on account-level analyses with new customer-oriented insight. They needed additional dimensions, such as “household”, built from raw financial data. They turned to Squid Solutions to formulate complex queries on a massive datawarehouse, for which they had no adequate IT or human resources. Objectif : Etablir un processus automatisé mais évolutif, fiable et flexible, pouvant traiter des milliards de données, dans le but de définir et d’analyser les comportements des clients et développer les ventes par des actions mieux adaptées.

**Our mission:** Create the new customer-oriented dimensions based on the analysis of raw account data, and revamp existing reports based on the new indicators.

**Our service:** Squid provided the technology to access the data and the team to explore the massive datawarehouse. Squid studied historical data and iteratively produced analyses and examples of suitable indicators to help the bank refine their definition of household and segmentation.

**Result and benefit:** Squid’s definition and creation of a “household” dimension and of several detailed indicators enabled the bank to accurately segment its customers, measure the level of banking equipment of the households and develop ad hoc incentives.

### About Squid Solutions

Squid Solutions, the Customer Intelligence software company that introduced a radically new process to create customer insight from large datawarehouses, was founded in 2004. Their solution, based on the proprietary Nautilus™ technology, helps client business unit managers generate new or additional revenue through better customer insight. Squid Solutions’ innovative business model relies on self-operating the technology without selling licenses or training new users. Squid Solutions is the only solution provider to deliver new indicators within 3 weeks whatever the size of the client datawarehouse, where incumbent processes take months. The speed and flexibility of Squid Solutions’ technology provide a decisive competitive advantage to corporations, by optimizing the time-to-market of new revenue-generating initiatives. Squid Solutions’ clients are major companies like SFR (France’s #2 mobile operator, part of Vodafone Group), eBay in the US, Germany and France, and a large French bank. Squid Solutions’ headquarters are located in Paris, France.

For more information, please visit [www.squidsolutions.com](http://www.squidsolutions.com) / [contact@squidsolutions.com](mailto:contact@squidsolutions.com)

