



Case Study

Business SA – a comprehensive Analytics Solution

Provision of an end-to-end advanced analytics platform and solution to deliver the insights to this Business Services organisation, particularly across their full customer base. The analytics solution supports a full digital Transformation program (delivered by **Chamonix**)

Case Study

A comprehensive Analytics Solution – Business SA

An advanced analytics and data solution that allows for the acquisition and blending of data from both internal and external sources, transforming it into business focussed models and a trusted source of information from which predictive analytics, self-service insights, and visualisations are created so that the customer gains a full 360 degree view across all aspects of their customer focussed business.

Problem.

BSA was fraught with out of date systems and business processes. This made it very hard for the business to service their large customer base (and potential customer base) and to better align the organisation's products and services to those its customers and different sectors of industry really needs. A full end-to-end view of industry sectors, customers and the organisation's products and services were simply not possible. The organisation found itself in a position where they were increasingly reactive to customer churn.

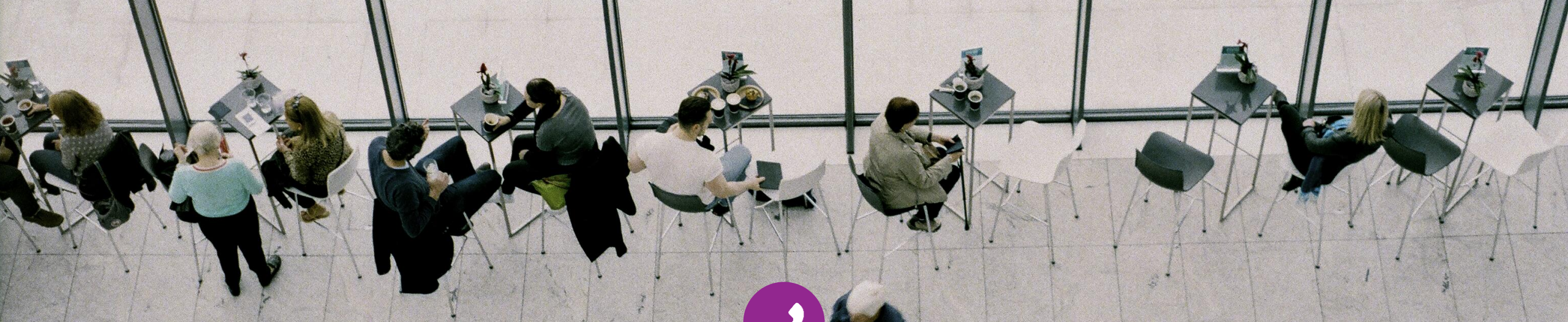
Solved.

BSA embarked on a full digital transformation that involved both systems and processes for Business SA. An important part of this program of work was an advanced analytics platform and solutions delivered by Exposé. **Exposé** delivered a comprehensive advanced analytics platform and built solutions on the platform that brought together data from the new business systems (notably CRM and Finance) and transformed the data into business focussed models. These models create a full abstraction of insights from sources of data. This means that users without any technical acumen can traverse data in order to truly understand the business, its products and services, its customers (existing and potential) and the industry at large. The models are enhanced with data from a variety of external sources in order to contextualise the customers and industry. These include macro economic, social economic and social media. Predictive analytics now allows analysts to understand not only what customers and industry did in the past, but what they are doing right now and what they are likely to do in the future. Predictive models include deter segmentation of customers, and supports product cross sell. Sentiment analysis allows for understanding attitudes of the market at large.

Business Benefits.

The Exposé solution, coupled with a modern open approach to data allows Business SA users with no/ little technical acumen to traverse data in order to fully understand their customers, industries and the market at large. They can now respond proactively to their customer base and provide superior products and services in real demand ahead of competitors. The solution is completely modular and therefore massively scalable so that any new system or contextual data can easily be ingested in order to further enhance the important data asset they already own.





**Do you have any additional questions, or
want to know more?**

We would love to hear from you.

#exposedata

exposé
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