

Infosys Applied Customer Intelligence Solution

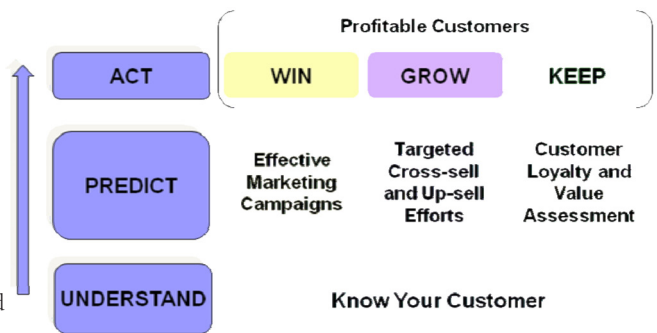
Customer expectations are evolving and enterprises are growing towards customer centricity. Enterprises are shifting focus from acquisition to retention in global markets with complex service expectations. Increasingly it is becoming a difficult endeavor to measure the success of marketing efforts to retain and increase value (revenue and profit).

Infosys "Applied Customer Intelligence (ACI)" solution is designed to help gain deeper insights in an organization's customer base and unearth untapped value, hidden opportunities and identify potential growth areas. ACI Solution's business layer is designed to help an enterprise to evolve from customer information visibility (Data representation) to knowledge / intelligence enabled decision making enterprise - thus, enabling an organization to optimize profitability from its customers. Infosys ACI solution is built upon Oracle Business Intelligence product suite.

Infosys ACI Solution

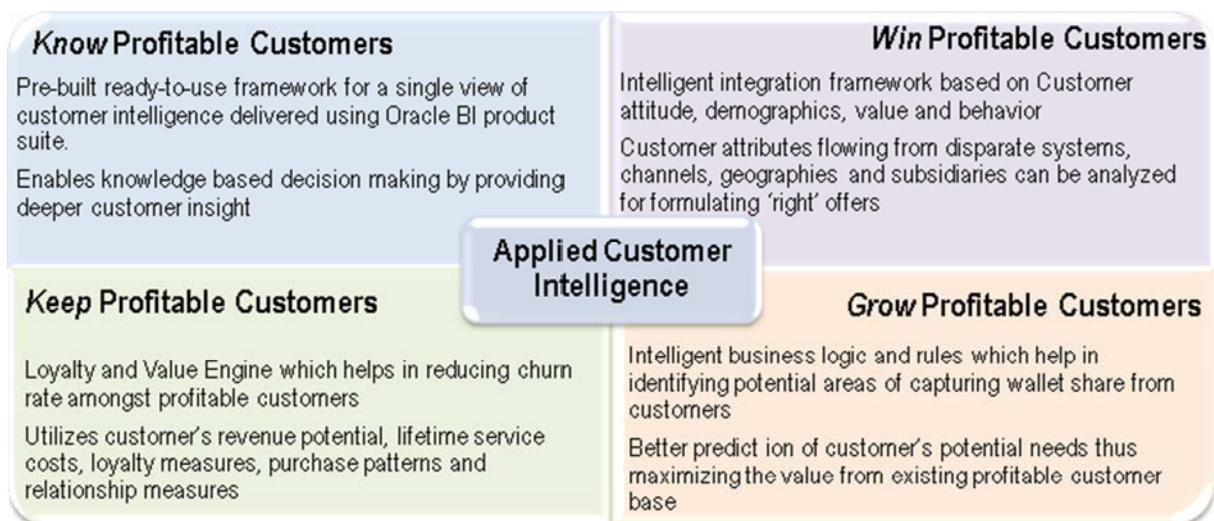
Infosys ACI Solution is aimed at addressing four key business imperatives:

- Gain deeper Customer insight by assimilating customer information from disparate systems
- Win Profitable Customers by effective market campaigns based on demographics, attitude, behavior and value
- Increase Profitability from Customers by targeted cross-sell and up-sell efforts
- Reduce Churn Rate through knowledge of customer loyalty and customer value



Infosys ACI Solution helps gain a deep insight on customers and understanding the value of the evolving relationship, and enables organizations to advance from isolated 'reporting and analysis' model to 'predict and operationalize' model.

Solution Value Proposition



Key Features and Benefits

- Offer Customer centric synergized Sales, Marketing, Service and Finance oriented intelligence capabilities
- Offer pre-built dashboards for assessing campaign effectiveness, cross-sell and up-sell opportunities and customer value and retention
- Solution Methodology based on CMM Level 5 processes and service excellence of Infosys Global Delivery Model
- Offer insight into profitable customers and how to increase wallet share of customers
- Tailor Oracle BI product's existing warehouse model to incorporate other major applications (e.g. Billing, Profitability & Pricing)
- Accelerates implementations by providing ready-to-use frameworks and reusables tailor built by Infosys CRM Center of Excellence

Client Success Stories

Client	Solution Provided	Benefit
European Utilities Provider	Infosys ACI solution enables the company with monthly power consumption patterns of its retail and corporate customers and looks at the number of connections owned or to be owned by the customers through the Agreements, Quotes and Orders raised through its operational applications.	Infosys solution helped the European utility major to better predict Electricity Consumption and use this data to take hedging positions in the national power exchange grid.
Large US Bank	Customer information residing in Billing, Sales, Credit, and Profitability systems were combined to have a single view of the customer. Potential prospects were identified by comparing billing revenues to the client's wallet share and also lead credit consuming clients were analyzed to identify prospects for Cash Management services.	The bank was able to locate prospects among its credit customers and was able to achieve high conversion rate of prospects to customers for its Cash Management services.
Global Logistics Major	ACI enabled information assimilation from different data sources like Billing, CRM and third party information. The next step was to identify and measure the parametric values on which the Loyalty engine was based. Loyalty Engines were built out for separate geographies with complex business rules.	Sales team was able to better predict the customer churn and was enabled to target the right set of customers and better utilize the information for intelligent offers.

Allied services

Business Consulting

Provides you with strategic differentiation and operational superiority, assessments, proprietary industry analyses & projects structured around beating the competition.

Enterprise Solutions

Our Enterprise Solutions help you automate your value chain using off-the-shelf packages. Our solutions span ERP, CRM, SCM and EAI. They help you to mitigate your risks, achieve faster returns and lower TCO.

Customer Operations

Focused on delivering end-to-end customer operations processes and system implementations on leading CRM packages and transformational Customer Analytics solutions to achieve greater business agility.

Enterprise Application Integration

Make the whole of your IT applications much greater than the sum of its parts. Infosys can leverage the Global Delivery Model (GDM) to deliver immediate and dramatic productivity growth like no one else can.



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About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit www.infosys.com.