

Contents

Introduction	1
What Is Good Customer Experience?	2
Analytics to Drive Customer Experience	6
Sources of Study Material	7
Book Organization and Intended Audience	8
PART ONE: The CEA Opportunity	
1 The Industry View	13
Customer Experience Analytics Through Examples	13
Communication Service Providers	14
Financial Institutions	17
Public Services	21
Health Care	22
Automobiles and Car Insurance	26
Retail	28
Information Services	29
Conclusion	30
2 Instrumentation and Automation Fuels Customer Experience	
Data Collection	33
Sales and Marketing	34
Operations	37
Product Engineering	38
Finance	40

Across the Customer Life Cycle	40
Conclusions	41
3 Rise in Customer Sophistication	45
Evolution of Consumer Decision-Making Process	45
Use of Social Networks	48
Role of Leaders in Product Selection and Churn	49
4 Rise of the CEA Marketplace	51
The Data Bazaar	51
The Loyalty Marketplace	53
Auction Marketplace	54
Social Networking Market	55
Privacy Concerns: Location	56
Summary	58
PART TWO: The Customer Experience Analytics Solution	
5 Solution Overview	61
Evolution	62
Customer Experience Analytics Target Architecture	64
Enablers	69
6 Data Movement and Master Data Management	71
Data Movement and MDM Functional Overview and Examples	74
Key Technical Contributions	76
Summary	82
7 Stream Computing	83
Stream Computing Functional Overview and Examples	84
Key Technical Contributions	88
8 Predictive Modeling	91
Predictive Modeling Functional Overview and Examples	93
Predictive Modeling: Selective Deep Dive	97

9 Analytics Engines and Appliances	101
Analytics Engine: Functional Overview and Examples	102
Analytics Engine: Selective Deep Dive	104
Summary	108
10 Privacy Management	111
Privacy Management: Functional Overview and Examples	112
Privacy Management: Selective Deep Dive	114
PART THREE: How to Package a Customer Experience Analytics Program	
11 Business Case for Customer Experience Analytics	119
Drivers	119
Capabilities	121
Measurements	124
Business Maturity Levels	125
Summary	128
12 Conclusions	129
Market Forces	130
The CEA Solution	130
The Power of CEA	132
List of Abbreviations	135
Notes	137