Course5
Transformative intelligence

Competitive Intelligence Gamification for a Global Technology Products Manufacturer

Client

Global Technology Products Manufacturer

Industry

Information Technology

Business Impact

- Increased revenue opportunities in 6 months through data-driven decisions

- Hourly competitive intelligence from 36 customer touchpoints to enable staying ahead of the game

Business Challenges

The client is a leading global manufacturer of software products, enterprise software solutions, laptops, and gaming consoles, with annual global revenues of over $100 bn and having presence in 190 countries.

In a digital world that serves consumers with a plethora of options at the click of a button, the change in consumer journeys has posed an interesting challenge to the client. Business decisions around product, price, promotions, and presence have made using traditional "Inside-Out" thinking become inadequate. The consumer's access to multiple different touchpoints and their ability to go through their buying journeys "on-the-go", combined with a dynamic marketplace, has meant that, having a reactive approach to product, price, promotions, and presence strategies, has led to revenue leakages.

Program Objectives

Build an Intelligence engine that

- Enables an "Outside-In" approach to decision-making around product, price, promotions, and presence strategies

- Gathers competitive intelligence from multiple critical customer touchpoints

- Delivers insights and visualizations around correlations in market shares and sales trends to price dynamics

- Gamify the entire experience for the user community

Approach

Phase-I

- **Assessed:** Immersive workshops with cross-functional client teams to identify gaps, understand business needs, and articulate measurement requirements

- **Identified:** Key customer touchpoints and set up data collection engines across multiple data sources (websites, MI, retailers, offline systems)

- **Designed & Developed:** Technology solution for data collection, storage, enrichment and transformation

- **Analysed:** Patterns, correlations, and causations through interactive visualizations to understand relationships between changes in sales and market share and changes in price and other such triggers

Phase-II

- **Scaled:** (Planned deployment) – to multiple different data streams into visual modes (interactive screens) for maximum stakeholder consumption and brand awareness

- **Automated:** Schedule alerts (screen tickers, text alerts) to identify outliers across vanity measures and other closely watched numbers

Outcome

- Real-time competitive intelligence at an hourly granularity for stakeholder consumption

- Data-driven decision making enabled for product, price, promotions, and presence strategies

- Intelligence from 36 different websites enabled with scaling up to 50 websites planned in the roadmap

- Gamified interactive storytelling

- Technology-enabled automation that reduces human effort

About Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.