



Case Study
Energy

Enabling Decisions that Drive Growth with Electrical Contractors



How OSG helped a global specialist in energy management and automation build a measurement infrastructure to better engage with customers to impact acquisition and purchases.

Product Highlight



Tech-Enabled Services combines our powerful technology and analytics capabilities with our industry expertise to make a difference for our clients. By using the flexibility of our technology to tackle any business challenge, we can help customers in any industry shift to a customer-centric mindset and show them the impact of gathering, digesting, and implementing customer data in their strategy and practices.

Executive Summary

Our client has been working on improving the focus and engagement of customer interaction to sustain long-term growth through better customer acquisition. Part of this effort has focused on understanding the customer journey and building tools to support selling to electrical contractors.

As part of a strategy to acquire and develop small and medium electrical contractors, our customer is launching a new contractor experience that will involve signature touchpoints and product innovation to drive differentiation. This innovation is expected to result in the acquisition and development of thousands of contractors, which requires precise and accurate strategies. That's where they needed OSG's technology for strategic support.

The following were the objectives for our work with this customer:



1

Predicting the likelihood of future customer behavior based both on past/current interactions (behaviors/ perceptions) and who they are (segmentation)

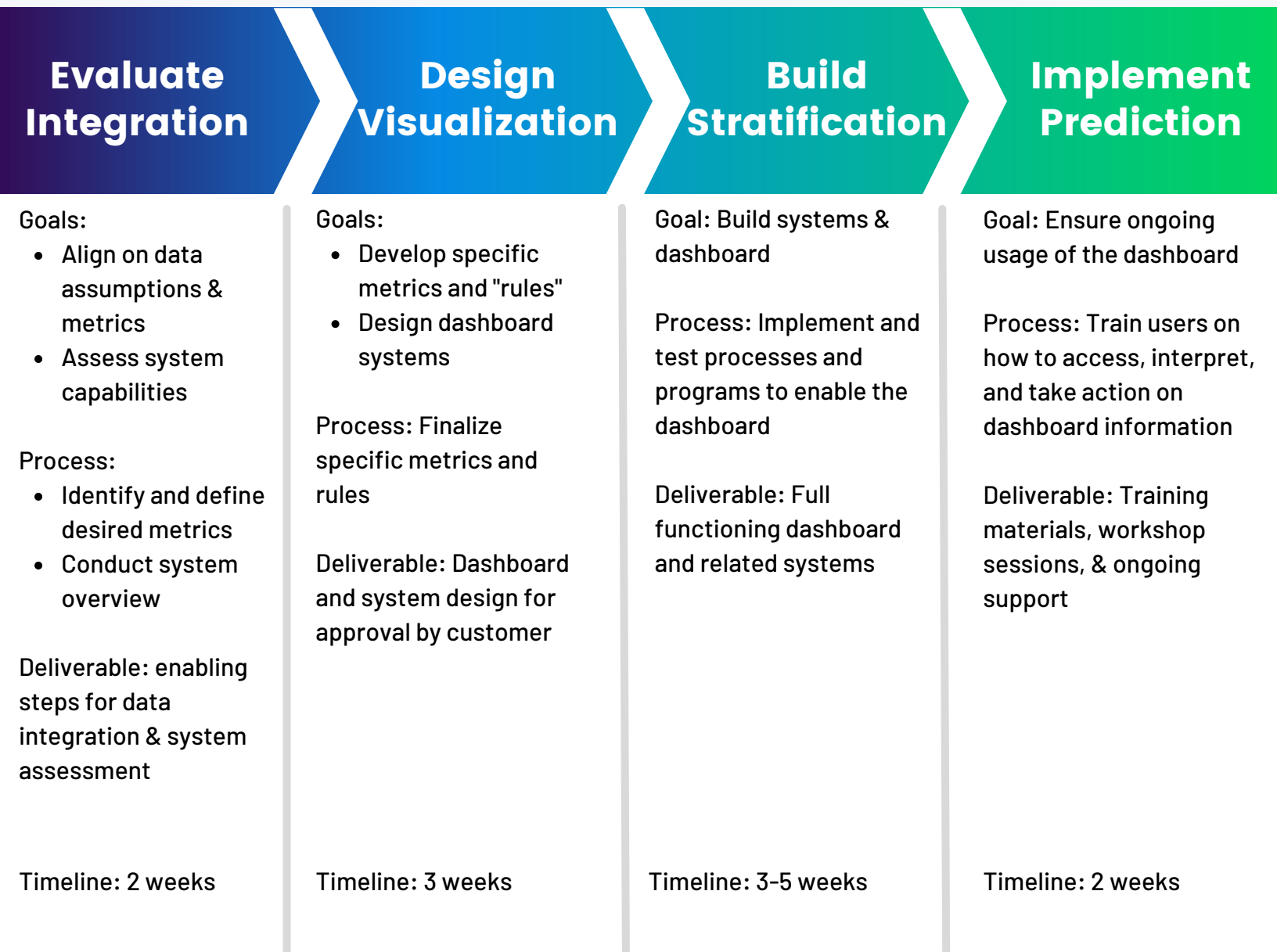
- Increasing purchase activity (volume, frequency, amount)
- Prescribing customer engagement actions that support electrical contractors
- Measuring the effectiveness of customer interaction support tools, such as quote generators and product finders

2

Perform predictive analysis on customer data, to show the impact of the new tools, and to improve the overall performance of the business.

Approach

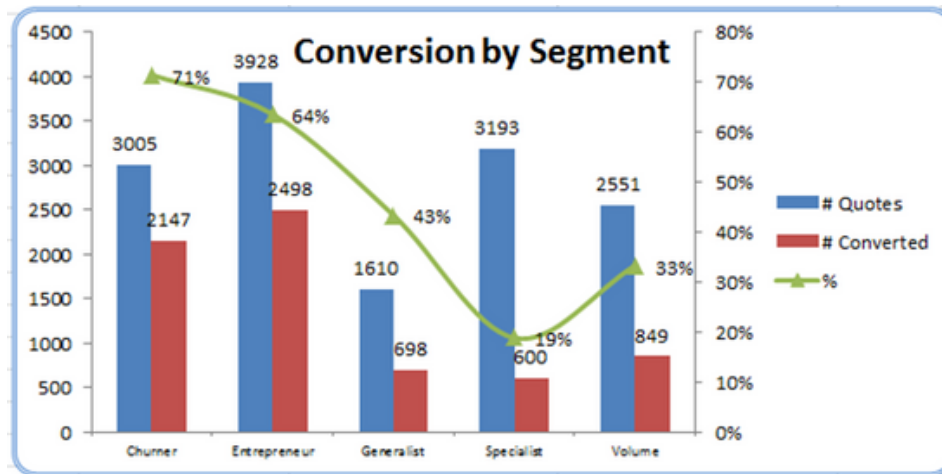
OSG used a four-phase process, to integrate data sources, visualize the performance measures, stratify the segments, and compute what actions to take for business improvement.



Results

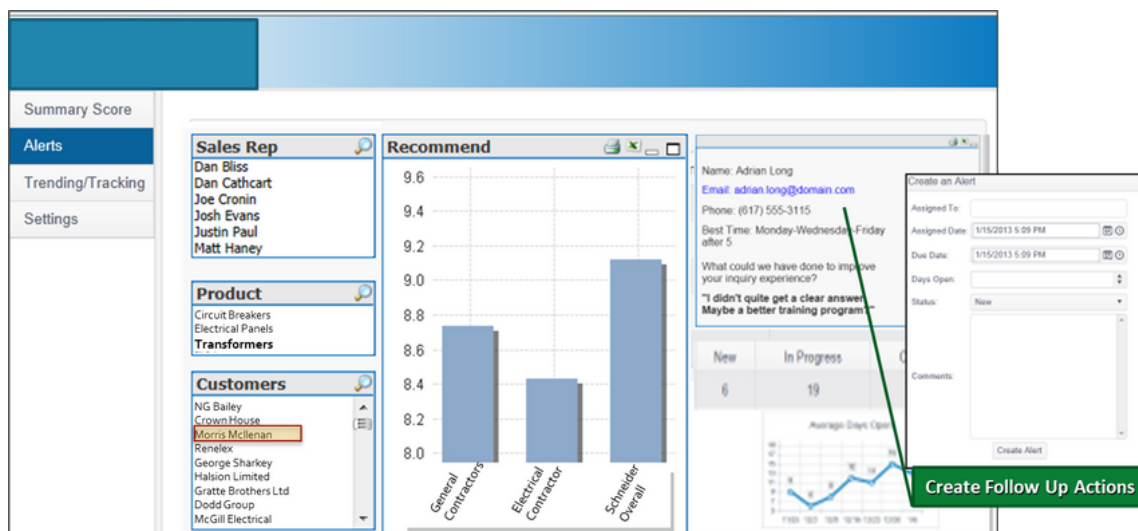
Understanding of choice drivers for current and potential customers, to keep their business over time

These metrics help prescribe triggering customer interactions that drive stronger customer engagement and purchases, based on tracking the actions taken and feedback given by customers.



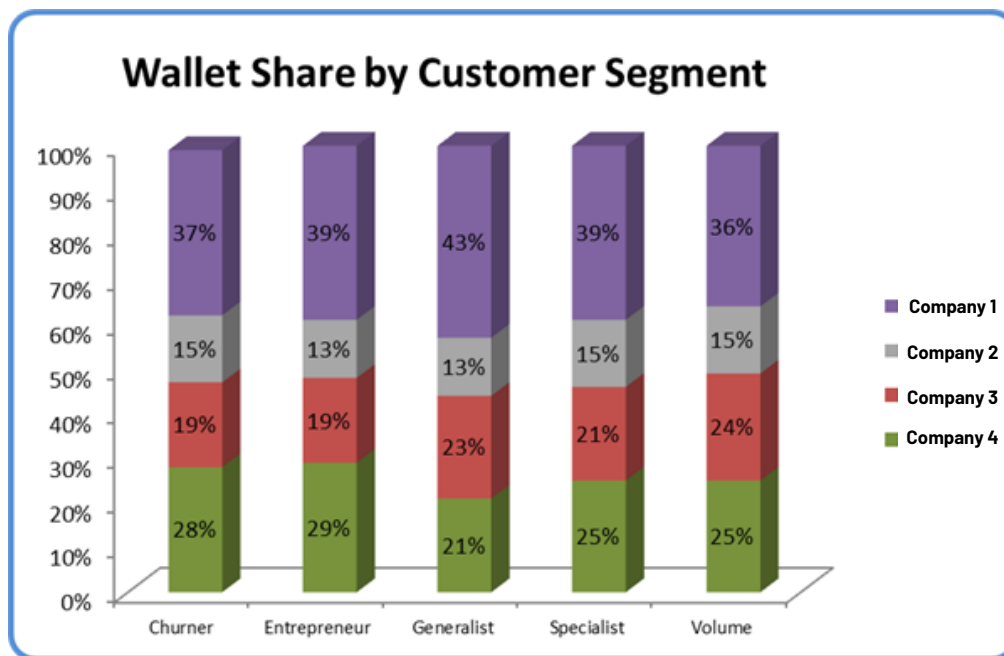
Using account level information, the approach highlights areas to address

- Overall summary scores can drill down into specific drivers
- Alerts can be set up for issues encountered allowing for quick action
- Action Alerts can be created for individual follow up and status/progress is summarized in one central location



Results (cont.)

Based upon overall findings and customer experience best practices, OSG's technology platform recommended specific strategies and measures to improve overall long-term performance. A key part of OSG's approach is to not just deliver analytics, but to bring experience and context to the outputs and advise on areas to consider in the overall customer experience approach.



The Power of OSG Analytics

OSG is a **global technology and analytics provider** that delivers outcomes on customer engagement to Fortune 500 clients with the help of leading analytical technologies and world-class global resources. OSG uniquely combines historical data with the future needs of patients, physicians, consumers, or customers of our clients by going beyond the "who" and the "what" and understanding the **"how" and "why" behind their decision-making**. OSG focuses on the 3E's, Behavioral Expectations, Superior Experiences, Guaranteed Engagement, to help drive growth through **customer-centricity**.

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