



## Engaging Customers Using Big Data

By Arvind Sathi

Palgrave Macmillan Jul 2014, 2014. Buch. Book Condition: Neu. 238x159x23 mm. Neuware - Big Data is rapidly transforming a number of business functions across many industries. The biggest transformation is in how we market to our customers. This book shows marketers today how to seek small samples from their customers to observe their behavior, predict changes, and act using a series of unconnected business actions. Big Data has changed the game completely we can connect with customers, record every click on the web, watch every step in the store, and listen to all public conversations. Unlike today's environment, where marketers broadcast across a set of customer segments, we can now personalize our communications to each customer based on their current predisposition to the products being sold. The book makes three major propositions: 1. Big Data brings all the data to the table leading to a lot more detailed analysis and discovery. We can get a lot more understanding about consumer behavior. 2. Automation and Social Media drives a lot more influence on the decisions. We can converse with the customers as they make decisions and influence their decision-making using a series of sophisticated marketing tools. 3. The market leaders will...

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