Deliver Precision Customer Targeting from Deep Analytical Insight

Predictive and prescriptive analytics enable a company to interact with customers at just the right time, with just the right communication or personalized offer. While not on the same scale as consumer goods, agricultural bioscience companies often have customer bases that run into the hundreds of thousands with transactions in the thousands of dollars. This combination creates a scale where advanced data analysis can enable higher profit margins while simultaneously delivering a personalized experience that exceeds customer requirements.

Consider an agricultural CRM system.

While challenging to build, a robust system will measure, model and automatically personalize customer interactions. It will

Advanced data analytics applied to transaction and operational service data enables your firm to develop sound models of lifetime customer value. This understanding leads to interactions with customers that optimize both service levels and profitability.

In addition to proactively personalizing interactions with each customer, there is significant opportunity for analyzing unstructured data to detect emerging problems. Companies that catch problems early and respond quickly to resolve issues will save money, preserve customers and retain trust in their brand.

All other things being equal, firms utilizing advanced analytics maintain better pricing power with their best customers and deliver superior targeted service than firms operating with less analytic prowess.

- **Contain a model of the customer's crop and livestock mix**
- **Remember the customer**
- **Know their role on the farm**
- **Know the farm's location**
- **Know weather patterns and soil composition in the farm's locale**
- **Know their past purchases**
- **Know seasonally appropriate products and services**

Use sophisticated data analysis to combine all these facts to make seasonally and geographically appropriate recommendations

Regardless of where you are on the spectrum of advanced data analytics LifeScale Analytics can assist. Our services range from strategic and architectural consulting to determine the ways an investment in advanced analytics can help your business, to implementing and training your staff on the right solutions. We can even deploy an outsourced analytic toolbox tailored to your specific data analytic requirements. Whatever the analytics related need is in your organization LifeScale Analytics can help.