



# QlikView® for customer segmentation

Understanding the customer is key to the success of any business, and even more so in challenging market conditions. Marketing teams are under growing pressure to deliver outstanding service to their customers while leveraging analytical solutions that will give them a competitive advantage. With the QlikView Business Discovery™ platform, organizations can utilize analytics on integrated customer data to help marketing teams target the right prospects and strengthen relationships with their most valued and profitable customers.



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## Cost reduction

With QlikView®, marketing organizations can improve customer segmentation and identify profitable target markets. Not only will this enhance campaigns and sales, but also enhance management to improve forecasting and tracking of initiatives. QlikView enables users with cost reduction opportunities by targeting specific customers for cross-selling and upselling opportunities and customizing marketing efforts from personalized target lists. They will also be enabled to quantify important marketing KPIs such as customer lifetime values, activations, and churn.

### Key product features

QlikView offers Business Discovery capabilities that unlock the power of information for customer segmentation

- **The associative experience**  
Allows non-technical users to explore by making selections and getting instant feedback on what data is associated and what is unrelated
- **Global search**  
Offers keyword search across entire data set, to pinpoint the 'needle in the haystack' for customer segmentation
- **Data visualization**  
Provides summarized data and key customer KPIs in highly visual and interactive charts and graphs
- **What-if analysis**  
Allows users to test customer and product scenarios and assess the impact of possible outcomes
- **Collaboration & annotation**  
Improves group decisions between cost centers, managers, and users with interactive shared sessions
- **Extensive partner network**  
Offers best-of-breed partner marketing applications easily tailored to specific business needs and requirements

## Adapt ahead of the changing consumer

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Customers have more information and more choices than ever. Fortunately, with QlikView, marketers can employ powerful analytical capabilities to understand and engage customers today and anticipate their priorities tomorrow. Users can leverage customers' purchasing trends, and drill-through numerous dimensions in highly interactive visualizations. QlikView provides a Business Discovery™ platform, where massive customer data can be integrated from numerous sources, and presented through relevance and context – gaining a firm grasp of what customers want and how to address demand profitably.

## More value from Qlik® partners

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Qlik and its extensive partner community offer a number of solutions developed for customer segmentation that can easily be tailored to specific business needs and requirements. With even faster implementation and best-practices, users are only a few clicks from discovering customer behavior, adding tremendous value to any marketing organization on how to best interact with target consumers.

For more information, visit [www.qlik.com](http://www.qlik.com)

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