

# INFOSYS BPM SHARE OF WALLET ANALYSIS

## Industry Challenges

Markets today are going through a period of rapid change with respect to customer behaviour, their preferences, the competitive forces at play, and more, making it extremely difficult for brands to maintain/defend their position in the market and grow further. Adding to this, is the fact that new customers are harder than ever to attract, or there is a high cost of acquisition attached with lower returns on marketing and sales efforts. For these reasons, a growing number of marketers are seemingly turning towards CRM techniques that allow them to understand their existing customers more in depth, and accordingly engage to build long term loyalty – a potential new source of achieving growth from the existing customer base.

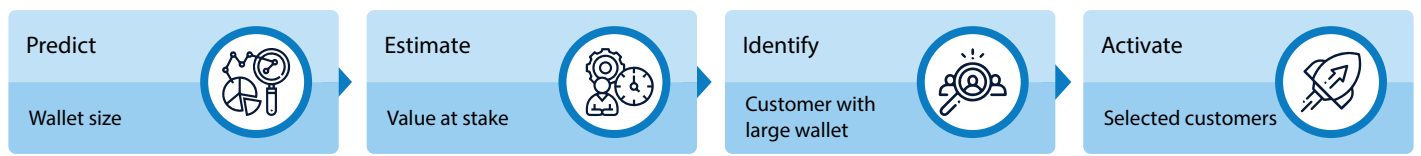


## Solution Overview

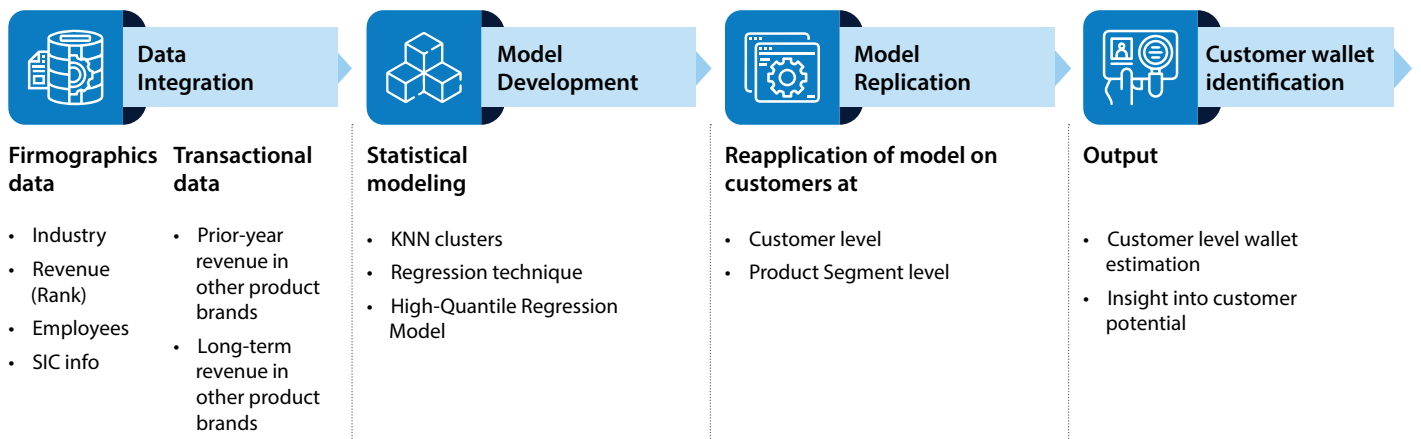
Infosys BPM proposes a predictive modelling-led approach to estimate customers' wallet size and then arrive

at the 'share of wallet' that not only provides visibility into the untapped revenue opportunity/ growth potential

at an individual customer level, but also serves as a strong measure of the depth of customer relationship.



Firmographic and transactional data used to develop share of wallet model at customer as well as category level





## Key Benefits

The Infosys BPM Share of Wallet Solution can provide significant benefits:

- Identification of new growth opportunities
- Better resource allocation with respect to marketing and sales effort
- Improved customer retention
- Enhanced satisfaction and loyalty
- Early signals of partial defection or silent attrition
- Formulation of effective campaign strategy based on Share of Wallet based customer segments



## Success Story

Infosys BPM helped one of the largest global retailer of office supplies develop a share of wallet model, that served several key business objectives including identification of potential new areas of growth among their existing customer base, to the tune of \$400 Mn.

For more information, contact [infosysbpm@infosys.com](mailto:infosysbpm@infosys.com)



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