



How knowing your customers helps grow your business

Problem

A quick-service restaurant chain wanted to better understand their customer behaviors to grow the business in the short and long term by increasing customer interactions, contactability, and revenue.

Solution

Converge's Customer Segmentation product enabled the client to identify key customer cohorts and their interactions using first-party data:

- 1. First-party data preparation**—Generated, cleaned, standardized, and prioritized client first-party features.
- 2. Clustering**—Leveraged sophisticated data science to identify meaningfully differentiated clusters with ensured stability.
- 3. Evaluation**—Summarized data at the cluster level and ran feature importance to understand key purchase drivers that differentiate each cluster.
- 4. Engagement strategies**—Created engagement strategies for retained and one-time customers to yield benefits for client.
- 5. Enable in-house**—Delivered segments in client environment to enable in-house activation.

Impact

7 segments

based on **~51M** retained and one-time customers and **~280** features

4 test strategies

developed for prioritized segments

Up to **\$4.9M** incremental

revenue opportunity by converting key behaviors of just **5%** of each customer segment

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