

Turn Customer Data Into Your Most Powerful Growth Tool

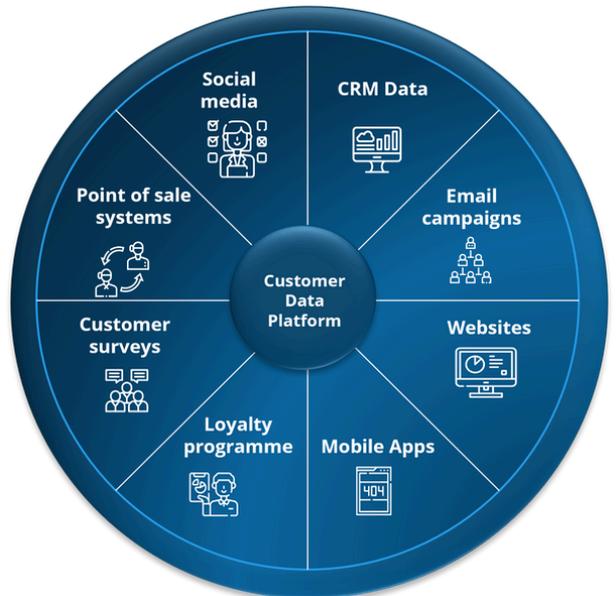
with SAP Business Data Cloud

THE CUSTOMER INSIGHTS HUB IS A PRE-BUILT CUSTOMER DATA PLATFORM ACCELERATOR PACKAGE THAT HELPS YOU UNIFY YOUR CUSTOMER DATA, IDENTIFY PATTERNS, AND ACT WITH PRECISION.

YOUR CUSTOMERS ARE TALKING Start listening - properly.

You've got the data - CRM systems, loyalty platforms, web behaviour, surveys, and more. But none of it talks to each other.

Without a unified view, even the best teams end up guessing at what customers want, need, or are likely to do next. That means missed opportunities, inefficient campaigns, and poor customer experiences.



THE REALITY BEHIND CUSTOMER DATA CHALLENGES

74%

of organisations do not currently have a unified, single view of their customer data

52%

of organisations stated the top obstacle to using customer data is the inability to unify it.

43%

of respondents cited inability to extract data from source systems as a key challenge.



INTRODUCING THE CUSTOMER INSIGHTS HUB

The **Customer Insights Hub** is Decision Inc.'s customer data platform solution - built to help you unify your customer data, understand your customers more deeply, and act with confidence.

Delivered as an accelerator package, it includes prebuilt connectors, models, and dashboards to reduce complexity and speed up implementation - helping organisations **go live in a fraction of the time** of a traditional project.

It's a sophisticated **business intelligence platform** that creates a 360-degree view of every customer in your environment. By connecting data from across your systems - CRM, loyalty programs, surveys, mobile apps, websites and more - it gives you a clearer understanding of customer needs, sentiments, preferences, and spending behaviour.

Built on **SAP Business Data Cloud**, the Customer Insights Hub gives you a scalable, flexible foundation for customer intelligence - without needing to overhaul your entire tech stack.

Key Features



Connects to your existing platforms (CRM, POS, marketing, web, apps)



Combines structured and unstructured data into a single view



Prebuilt analytics models to accelerate time to value



Low-code dashboards and Gen AI-powered query capability

THE BENEFITS



Increase sales through better segmentation and targeting



Optimise marketing and pricing to reduce waste



Improve loyalty and customer experience

Get a clear view of your customer. Without the complexity.

ADD-ON ANALYTICS MODULES

Extend your Hub with smart, focused modules.

These advanced analytics modules are available as add-ons to help you solve specific commercial challenges.



Customer Segmentation

Group customers by value, behaviour, or sentiment to tailor campaigns and drive conversion.

- Cluster analysis
- LTV prediction
- Psychographic profiling

Business Value: Sharper targeting, higher conversion rates, improved ROI.

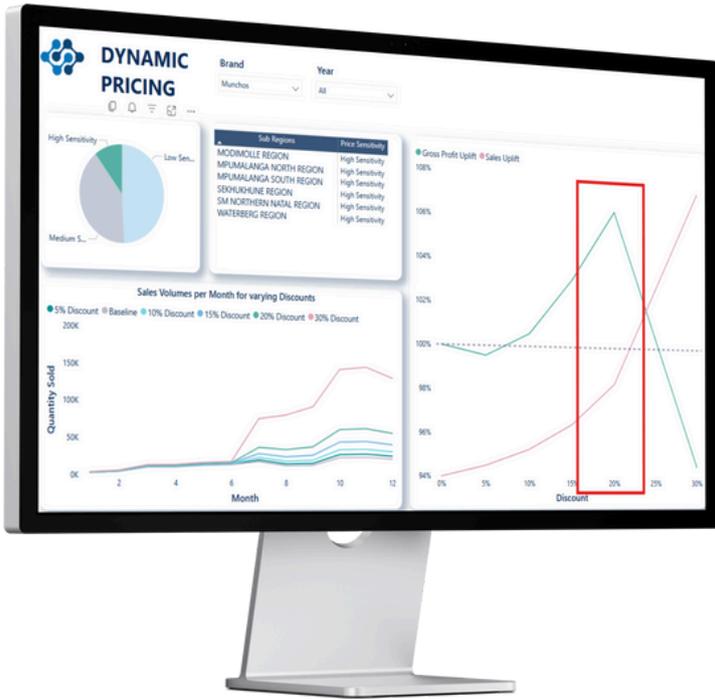
Churn Prediction

Identify customers likely to leave and act before it's too late.

- Churn scoring
- Retention campaign targeting
- Real-time alerts

Business value: Reduce customer loss, protect revenue, improve retention strategy.





Smart Pricing

Optimise pricing with behaviour-driven insights and margin modelling.

- Price sensitivity models
- Dynamic pricing
- Profit optimisation

Business value: Increase profitability, respond faster to market shifts, support agile planning.

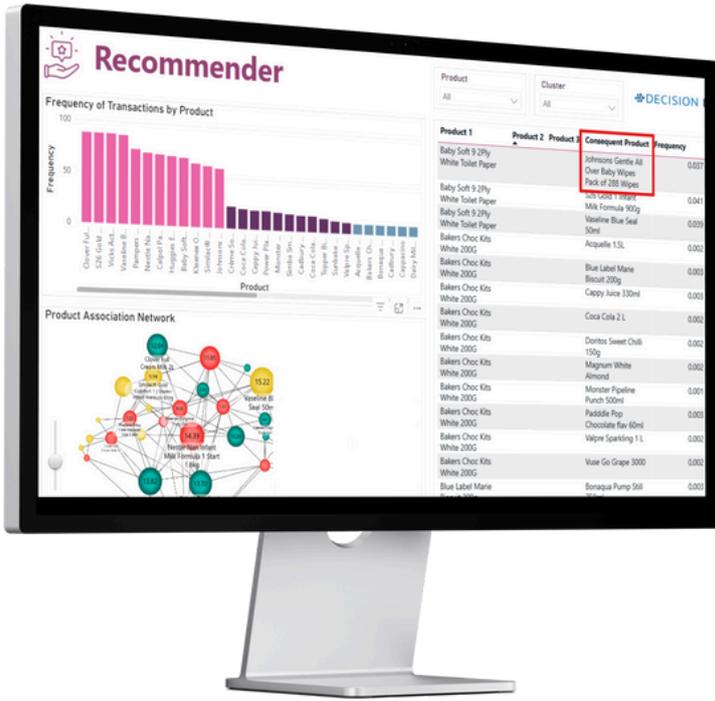
Loyalty Program Analytics

Refine your loyalty strategy with behaviour-backed insights.

- Tier segmentation
- Reward performance
- Repeat spend tracking

Business value: Strengthen customer loyalty, boost lifetime value, and refine program ROI.





Promotion Recommender

Send the right offer to the right person, every time.

- Propensity modelling
- Personalised targeting
- Campaign impact tracking

Business value: Improve marketing efficiency, increase promo ROI, reduce wasted spend

SEAMLESS ONBOARDING TO GET YOU STARTED

Our approach is designed to get you up and running quickly, using your existing systems and data. Here's how we deliver measurable value – fast.

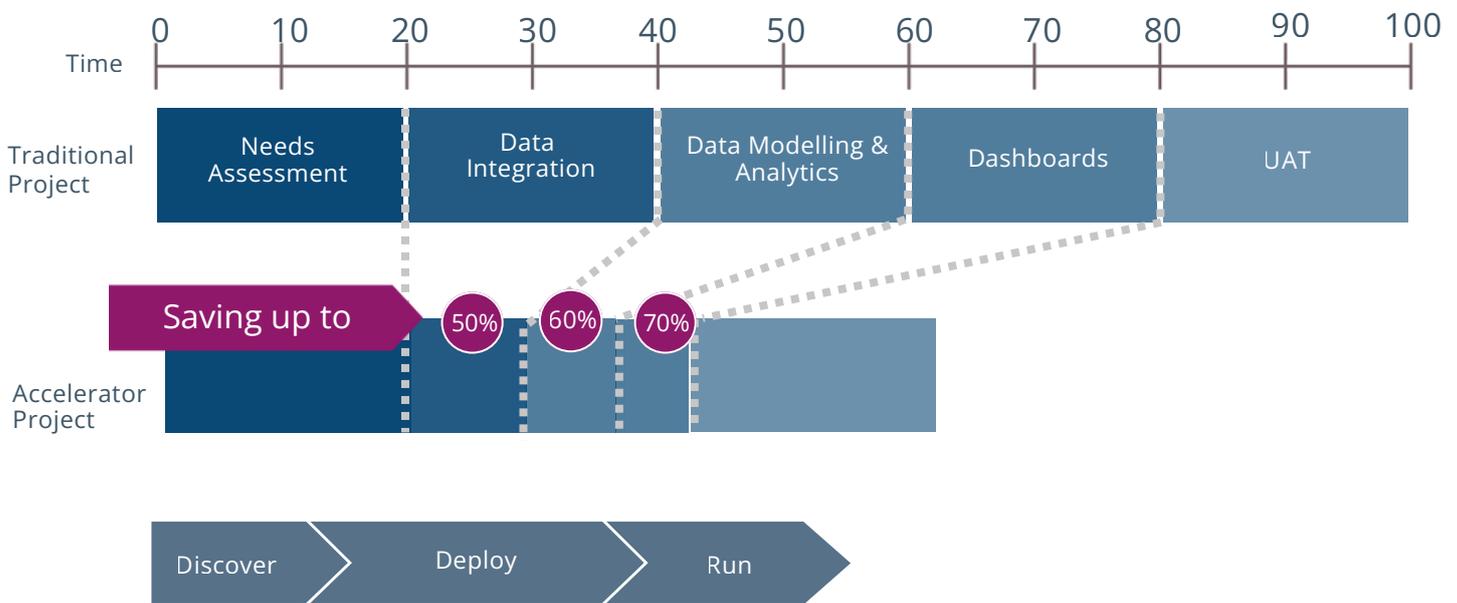


ACCELERATED DELIVERY. FASTER RESULTS.

Traditional data platform projects can take 12 to 18 months to implement. With the Customer Insights Hub, you don't need to start from scratch.

This is a pre-packaged accelerator solution, built with:

- Prebuilt connectors and data models
- Ready-to-use dashboards
- Standardised integration patterns



By significantly reducing implementation time, the Customer Insights Hub enables organisations to realise ROI in a fraction of the time



GET IN TOUCH

You don't need more tech – you need the right partner to make it work for your business. At Decision Inc., we combine strategy, engineering, and design to help you turn data into practical, measurable outcomes.

We've helped the world's best brands build smarter customer strategies – and we're ready to help you do the same. Get in touch to book a demo



Expert

SAP Business Technology Platform

- Database and Data Management
- Application Development and Integration
- Analytics and Planning

