UNLOCKING GROWTH with CUSTOMER-CENTRIC INSIGHTS and AI
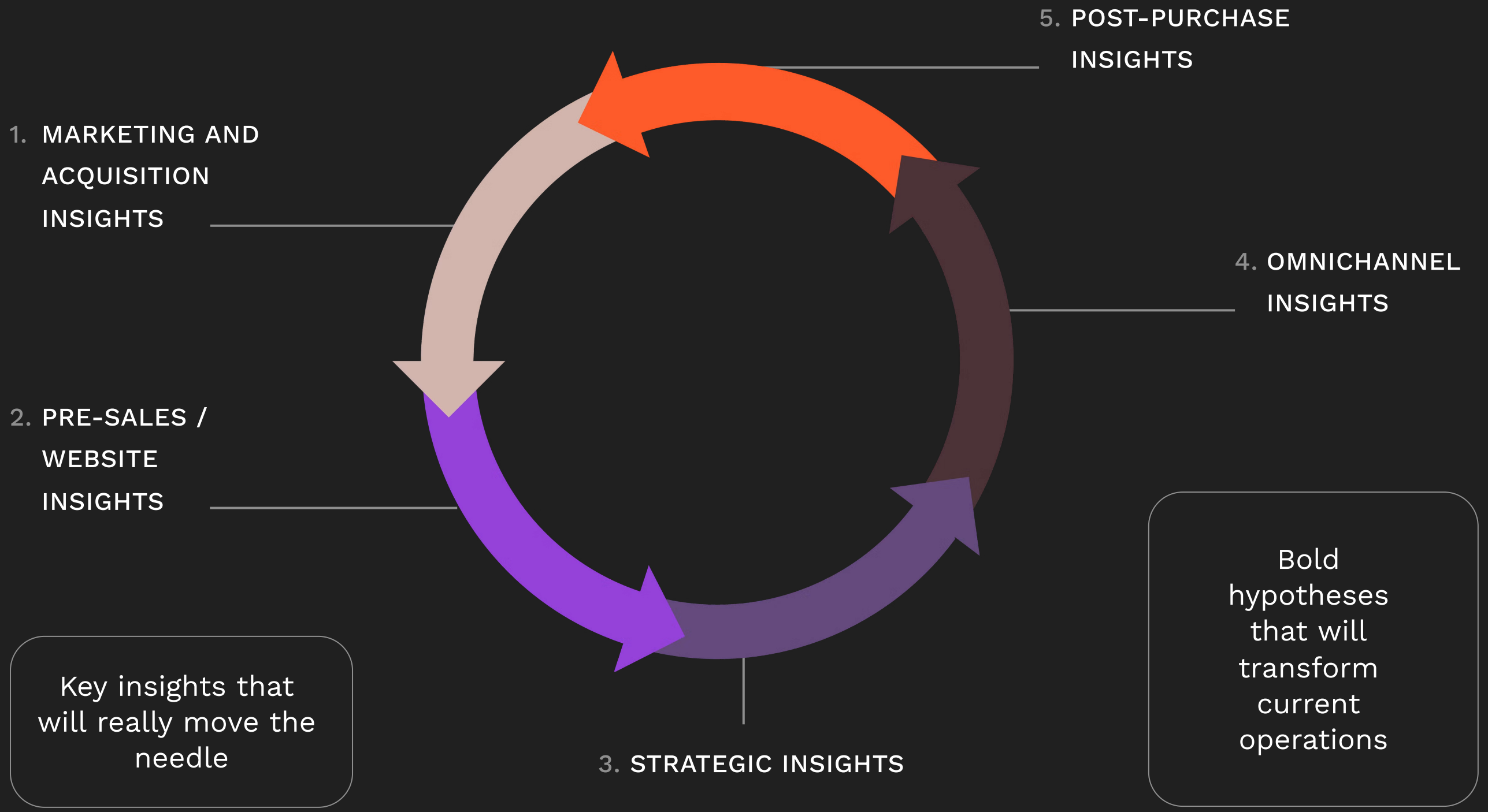
Columbia Road

As business operations run at full capacity, most operational teams are busy doing *something*, leaving little to no room for strategic thinking.

But what if you could break through the noise and lead continuous growth by focusing on customer-centric data? This whitepaper explores how AI-enhanced, customer-centric strategies can drive sustainable growth and help businesses focus on what really matters.

Introducing the customer-centric flywheel of growth

The customer-centric flywheel is a powerful approach that **places the customer at the centre of every business activity**. From marketing to sales, omnichannel interactions, and post-purchase behaviour, each element of the business revolves around delivering value based on customer insights. This approach enables businesses to continuously grow by identifying and acting on what really moves the needle.
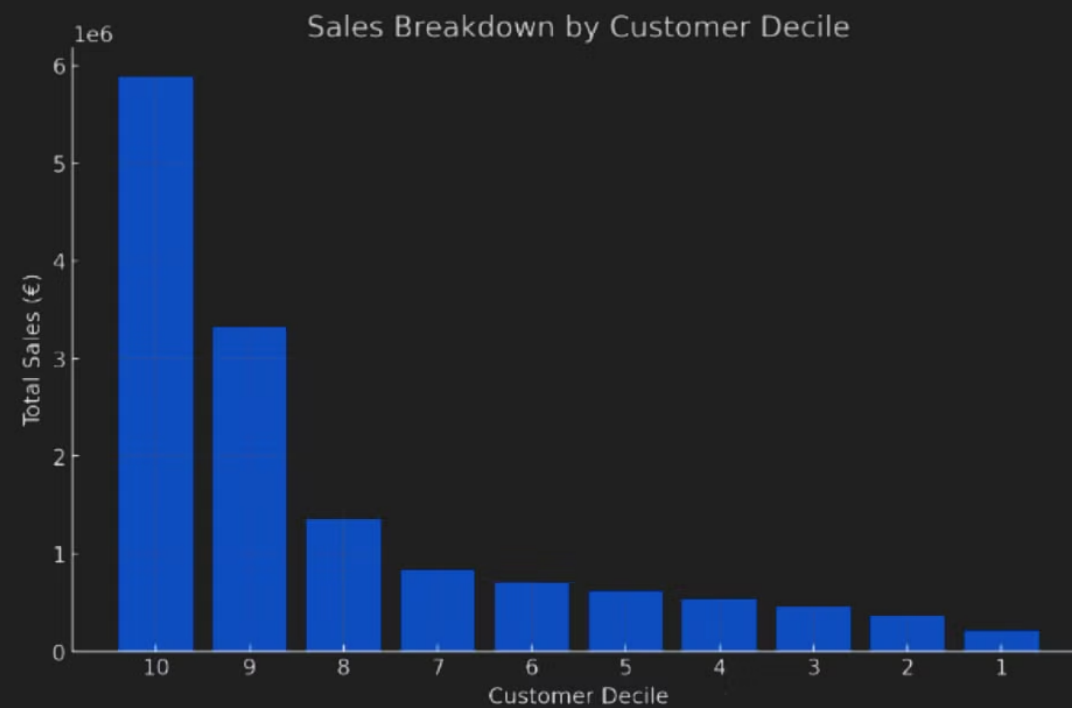
The customer-centric flywheel isn't just about gathering data – it's about using insights to create meaningful interactions and long-term value.

5. POST-PURCHASE INSIGHTS

1. MARKETING AND ACQUISITION INSIGHTS

4. OMNICHANNEL INSIGHTS

2. PRE-SALES / WEBSITE INSIGHTS

Bold hypotheses that will transform current operations

Key insights that will really move the needle

3. STRATEGIC INSIGHTS

Discover how the customer-centric flywheel can accelerate your growth:

CUSTOMER DECILE ANALYSIS SHOWS 20% OF CUSTOMERS TYPICALLY GENERATE 60%–80% OF REVENUE

VALUABLE CUSTOMERS' LIFETIME VALUE GROWS 3X FASTER, JUSTIFYING 3X HIGHER ACQUISITION SPEND

PURCHASE TIMING ANALYSIS REVEALS 40% OF TOTAL REVENUE GENERATED BY THIS SEGMENT WITHIN 60 DAYS

Sales Breakdown By Customer Decile

New Customer Sales (Rolling 180 Days)

Total Sales By Days Between Orders

- **Allocate resources on the biggest impact:** Deliver insights helping operational teams prioritise their resources effectively.
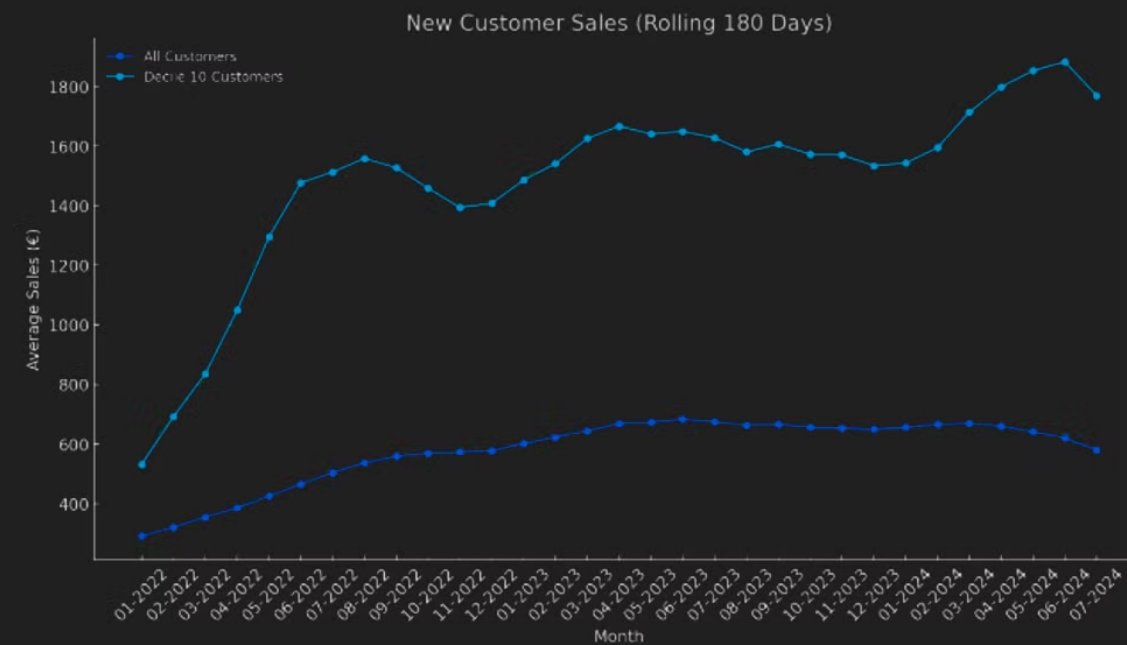
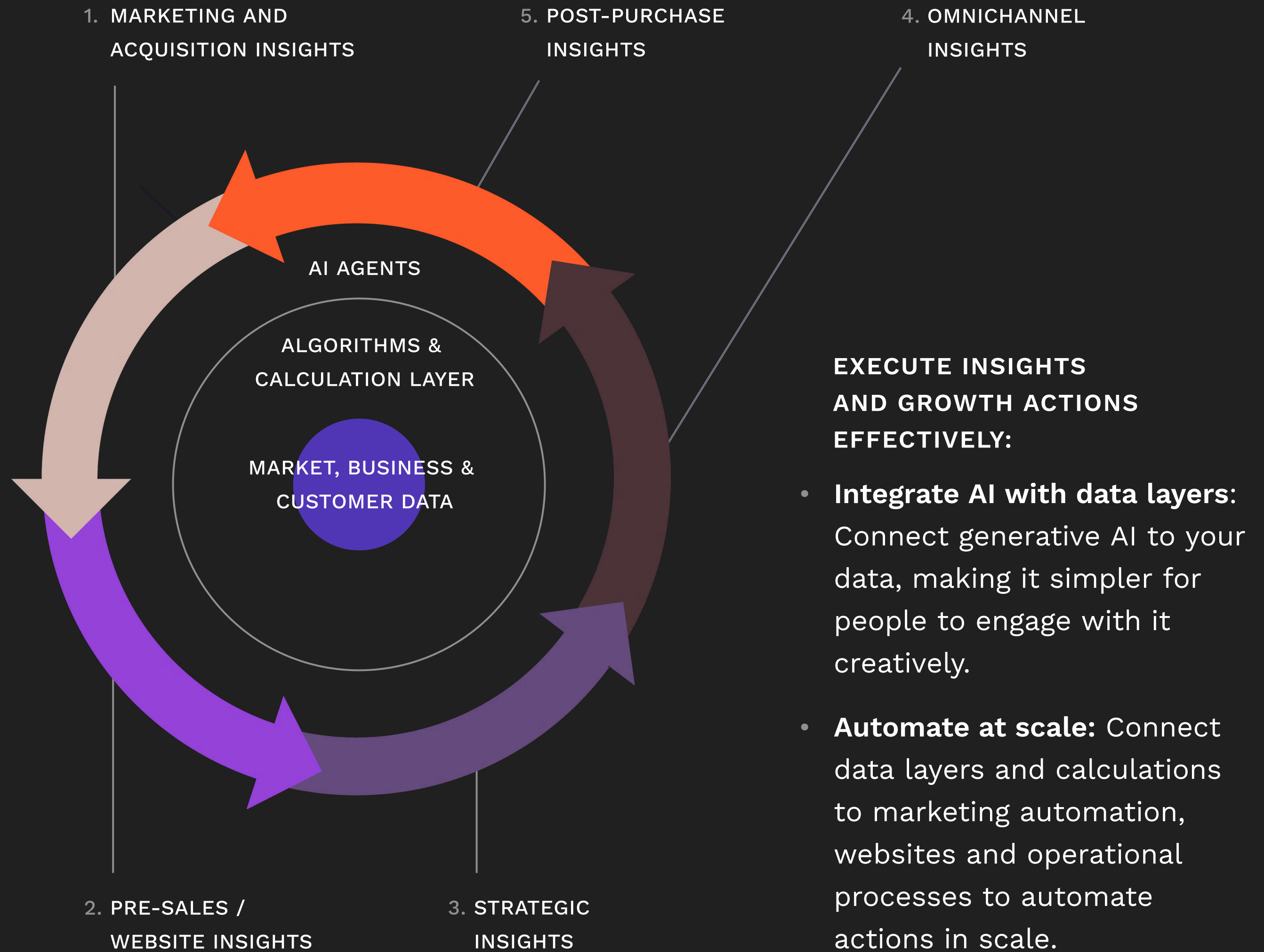- **Data-driven hypotheses:** Provide hypotheses that immediately provide clear business cases.
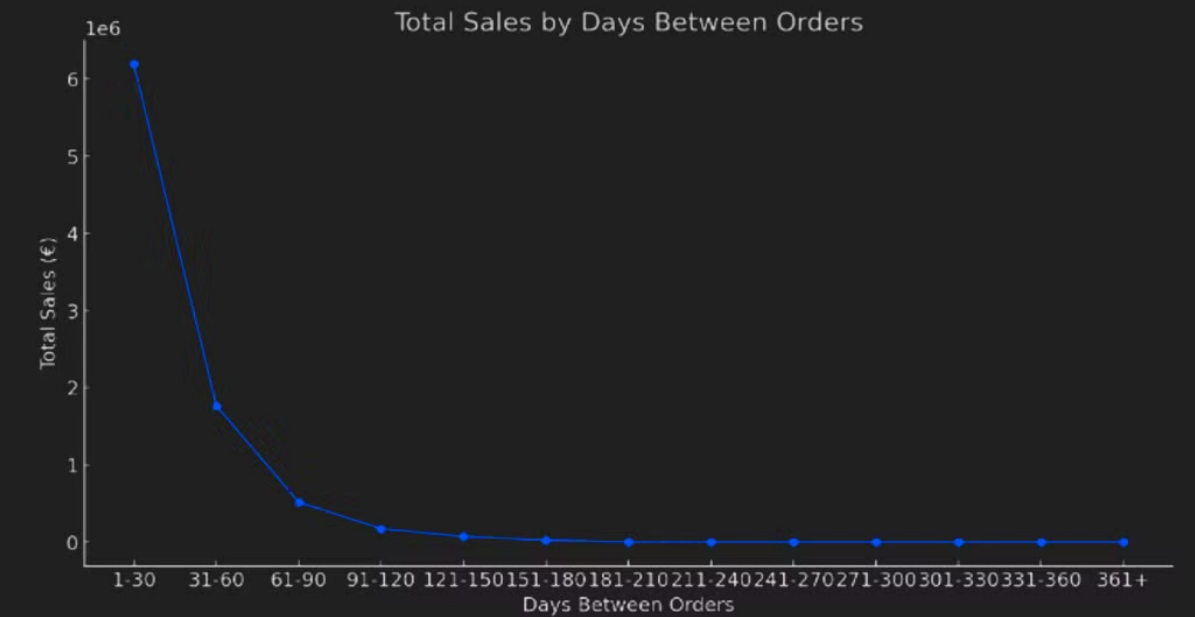
- **Leverage big insights:** The bigger and more intelligent the insights you analyse, the greater the leverage you can achieve with the same resources.

How can we execute insights and growth actions faster with AI?

AI enables the creative and strategic human interaction with the data layers of the flywheel. This transforms the data into actionable value and business growth.

1. MARKETING AND ACQUISITION INSIGHTS

5. POST-PURCHASE INSIGHTS

4. OMNICHANNEL INSIGHTS

AI AGENTS

ALGORITHMS & CALCULATION LAYER

MARKET, BUSINESS & CUSTOMER DATA

2. PRE-SALES / WEBSITE INSIGHTS

3. STRATEGIC INSIGHTS

EXECUTE INSIGHTS AND GROWTH ACTIONS EFFECTIVELY:

- **Integrate AI with data layers**: Connect generative AI to your data, making it simpler for people to engage with it creatively.

- **Automate at scale:** Connect data layers and calculations to marketing automation, websites and operational processes to automate actions in scale.

Practical examples of turning customer insights into action:

The combination of customer insights and AI opens up numerous practical opportunities for growth. Here are some real-world examples:

- Predict the timing of customers' next purchases to maximise visibility at the right moment.

- Forecast customers' next product category and timing based on purchase behaviour to automate newsletters, web content, and advertising.

- Estimate customer lifetime value (CLV) for customers on different journeys and focus high-visibility advertising on those with high growth potential.

- Analyse the behaviour of the most valuable customer segment and use these insights for new customer acquisition campaigns.

- Create control and variation groups from customer data to improve the marketing mix across channels.

Want to learn more? Let's discuss your data needs!

Get in touch at columbiaroad.com

Ville Loppinen

+358 50 40 33360

ville.loppinen@columbiaroad.com

Columbia Road