

CASE STUDY

Customer Journey Forecasting with Advanced Analytics

A two-year digital transformation delivering real-time insights and predictive capabilities for customer journey management

2 Year

Transformation

Real-Time

Analytics

Enhanced

Satisfaction

THE CLIENT

UK Automobile Manufacturer

Operating in a customer-centric industry, this automobile manufacturer recognised the need for improved data-driven insights to refine their forecasting capabilities. Their existing processes lacked the necessary integration and real-time analytics, impacting efficiency and customer satisfaction.

"We needed to transform how we forecast and predict customer journeys across sales and after-market care."

Project Sponsor

INDUSTRY

Automobile Manufacturing

LOCATION

United Kingdom

FOCUS

Environmental Reporting & Support

THE CHALLENGE

Manual processes couldn't keep pace with customer expectations

Forecasting Inefficiencies

Inability to accurately forecast and predict customer journeys across touchpoints.

Fragmented Data

Data integration scattered across multiple disconnected systems.

No Real-Time Analytics

Lack of real-time analytics for business-critical processes.

Manual Processes

Heavy dependence on manual processes for customer insights.

Minimal Disruption

Need for modernisation without disrupting ongoing operations.

THE JOURNEY

A structured two-year transformation

1

Review & Discover

- Listened deeply to understand existing pain points and frustrations
- Conducted comprehensive review of data integration landscape
- Mapped business processes with transparency and honesty
- Built trust through collaborative stakeholder engagement

2

Prioritise & Design

- Set clear expectations for the two-year transformation roadmap
- Identified and prioritised improvement initiatives with stakeholders
- Designed automated analytics platform tailored to their needs
- Created personalised data onboarding processes for each team

3

Implement & Enable

- Resolved data fragmentation through unified integration
- Implemented real-time analytics for business-critical processes
- Minimised operational disruption through phased rollout
- Enabled self-service forecasting with minimal ongoing effort

THE TRANSFORMATION

From fragmented data to predictive intelligence

BEFORE

Fragmented data, manual processes, reactive customer service, and unpredictable journey outcomes.

AFTER

Unified data platform, automated analytics, predictive journey mapping, and proactive customer engagement.

Improved

Efficiency

Enhanced

Decision-Making

Real-Time

Insights

Increased

Satisfaction

READY TO TRANSFORM?

Let's predict your customers' next move

By implementing an automated analytics platform and prioritising data integration improvements, Engaging Data enabled the client to modernise their forecasting approach. This transformation led to greater operational efficiency, data-driven decision-making, and an enhanced customer service experience.