



ADVANCING GROWTH STRATEGY TO VISUALIZE CUSTOMER ACQUISITION

Utilizing Big Data tools, user experience, and Data Visualization to expand customer reach for a multinational energy company

Client's Challenge

- Inability to distinguish specific clients that fit within a certain criterion to match energy standards
- Difficulty in determining how much revenue would be generated from a particular client based on their distance from the energy source
- Determining areas in each city to grow customer reach and where to add potential pipeline extensions



Project Team: Conner, Cat, Navya, Satish, Ben

IUCG's Solution

- Conducted preliminary research to navigate industry policies and gather information about regulations within the energy sector.
 - Collected data on ~900 potential customers for our client and their respective energy metrics.
- Researched various data visualization and geocoding tools to best map potential clients with relevant information in determining accurate revenue.
- Compiled mass amounts of data from various data sources to pull information for specific criteria.
- Built dashboards for our client's individual geographic locations and outlined specific areas within each city that they should target.

Business Impact

- Potential Revenue growth of approximately 20-25%
- Value in automating customer acquisition by being able to view relevant information for each individual customer in a single platform
- Equipped with a cross functional geocoding tool that is user friendly and implementable to any area in the organization



Client's Challenge

Our client, a multinational energy company, approached IUCG with a struggle to acquire customers within the Boston area. They initially began engaging with IUCG to develop a more strategic approach to their customer acquisition process. Our client's B2B audience was a fairly small pool as they didn't need a mass number of customers to drive revenue. Instead, they needed a more streamlined approach to determining which customers would bring in the maximum ROI based on a set of key metrics.

IUCG Solution

IUCG utilized internal and external resources to deliver a modernized approach to customer acquisition in order for our client to better reach their client base. First, the project team conducted preliminary research in the industry. This suggested calls with Subject Matter Experts and researching the inputs required to determine accurate revenue figures for each client. The project team also gathered public data sources from government websites to analyze the breakdown of each building's energy usage and different clean energy policies. With close to 200 potential buildings per city, IUCG was able to aggregate the building data along with their relative geocoding metrics (longitude, latitude) to map potential customers alongside our client's primary pipeline that provides energy. With a lot of trial and error, experimenting with various geocoding software and data visualization

Business Impact

Paired with a technical solution to adapt to industry needs, IUCG's client has automated their customer acquisition strategy in a multitude of ways. They are able to view relevant information for each individual client of theirs in order to determine accurate revenue figures for proper financial forecasting and long-term reach. While taking into account the learning curve with any software, IUCG was able to implement modern day technology that is both user-friendly and informative for our client. The deliverable ultimately provided our client with a software tool with maps aligning to each of their cities in reference to their pipeline along with a set of buildings that our client should target in the short-term. By doing so, our client sets themselves apart from their competitors by expanding their customer reach exponentially.