

Big data and the consumer experience for business



By [Jose Capelo](#)

30 May 2014

EDINBURGH, SCOTLAND, UK: The concept of big data has brought a revolution in relations between companies and their customers. Thanks to the capture, selection, analysis and interpretation of data, companies can identify new business opportunities and anticipate the behaviour of consumers.

Today's users share an infinite amount of data through various digital channels, such as mobile applications or social networks. From these, a lot of information allows us to draw a profile of each user in order to adapt our marketing strategy needs to each target group, and achieve a more personal offer for each consumer.

The proliferation of new devices and digital channels, such as, social networking, geo-location signals, or purchase transaction records have multiplied the possibilities of access to user information. This compendium of information is known as big data and, well used, can play a key role in improving the marketing strategies of companies.

We are currently exposed to an extremely large amount of data, and today there are few companies that are taking advantage of the potential of big data. There is no doubt that big data is a powerful ally for many companies and if used correctly can contribute to enhancing customer experience

Big data and consumer experience

Today few companies are taking advantage of the potential of big data. This will mean to analyse, interpret, and locate points of interest within the sea of data composing a real challenge that not all companies are willing to face.

The reason is simple, the information overload resulting from the new instruments and digital channels exceed not only the limits of the analytical skills that companies have, but also the time they are willing to devote to this analysis.

Conventional tools are no longer able to thoroughly analyse all data generated daily. Despite these difficulties, big data has become a powerful ally for many companies. Analysis and interpretation of data on the network discharges can yield big advantages in order to improve marketing activities, especially those aimed at improving the customer experience. In this sense, good management information can become the key to reach new audiences through the analysis of the behaviour and needs of users.

Currently, the vast majority of companies committed to the big data put the focus on the analysis of customer behaviour. The ultimate goal is access to users in a more direct and personal way to offer the best customer experience. Therefore, Companies need to get to know their motivations, weaknesses and needs. In this sense, the big data marketing is becoming

increasingly harder, as this trend is based on the combination of data analysis with innovative, specific to the field of marketing strategies.

In conclusion, one could say that the key to the inclusion of big data in marketing strategies is segmentation, i.e., the ability to locate useful information from the vast amount of data to which we are exposed. Properly used, the analysis of this information can make a real business opportunity to become information management into a competitive advantage, improving the consumer experience and to the establishment of long-term relationships with potential prospects.

ABOUT JOSE CAPELO

Jose Capelo is a business marketing consultant and speaker with a passion for all things digital. He is the founder of Marquetingquery and has years of experience in the field of digital marketing. Strategic, multidisciplinary marketer with an eye for innovation, Jose has a special interest in personal branding; he resides in Google+ and LinkedIn.
» Big data and the consumer experience for business - 30 May 2014

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>