CAVALLO®

CUSTOMER ANALYTICS

Activate your customer data

What is Customer Analytics?

Cavallo® Customer Analytics provides total visibility into your customers' behavior and buying patterns, which allows users to not only synthesize valuable information, but to analyze it and use it strategically to gain insight into their business. In turn, users can better understand their customers and make better informed decisions.

You should use Customer Analytics if:

– You want to better utilize your customer data
– You want greater visibility of customer trends across your business
– You want to determine which customers are at-risk
– You want to make informed, strategic decisions in your customer relations
– You want to increase and maintain high customer satisfaction

What does it look like in action?

Customer Analytics helps you understand your customers like never before by giving you context-rich insights into how your customers' buying trends are changing. Identify areas in which the customer's discount is slowly increasing while their profit margin decreases. Understand the nuances of how average order value trends across your customer base and know exactly which high-value customers haven't ordered from you recently.

How can I expand my software toolkit?

Customer Analytics for Microsoft Dynamics 365 Business Central is just one tool in your software tool kit. Build out your complete software solution with Cavallo's additional features and modules for Business Central — including next-level functionality like order entry, customer management, credit card processing, and process analytics. Elevate every process of your distribution management and accelerate their efficiency by uniting them under one powerfully flexible solution.

101922