

Conflicts between the Data Scientist, Marketing, CRM and Customer Experience

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Abbreviated abstract: Data scientists have become the most sought-after professionals in the market, but are they ready to coexist and meet the demands of other corporate teams? How should a data scientist or statistician understand the needs and thinking of marketing, CRM, customer experience, management, and operations personnel?

Related publications: (up to 2 references)

- Heverton Anuniação, **Book** “Data Science and Business Intelligence: Advice from important Data Scientists around the World “ - 2021
- Heverton Anuniação, Book “The Book of all 20 Methodologies to Improve and Profit from Customer Experience and Service: Why, When and How to use Each One - Including Disney Institute, ... Insights, NPS, COPC, so on.. “ (2020)



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4th Conference on
**Statistics and
Data Science**
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December 1-3, 2022

Problem



Problem



70% of the Data Scientist's time is data cleaning and preparation

90% of the miner's time is spent drilling for gold



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Problem

How do Marketing teams and executives think about data ?

The dream and desire of Marketing ?

Bring together online and in real time (now) the historical information (yesterday), the Transactional (today) with the Operational, to create trends (tomorrow) !



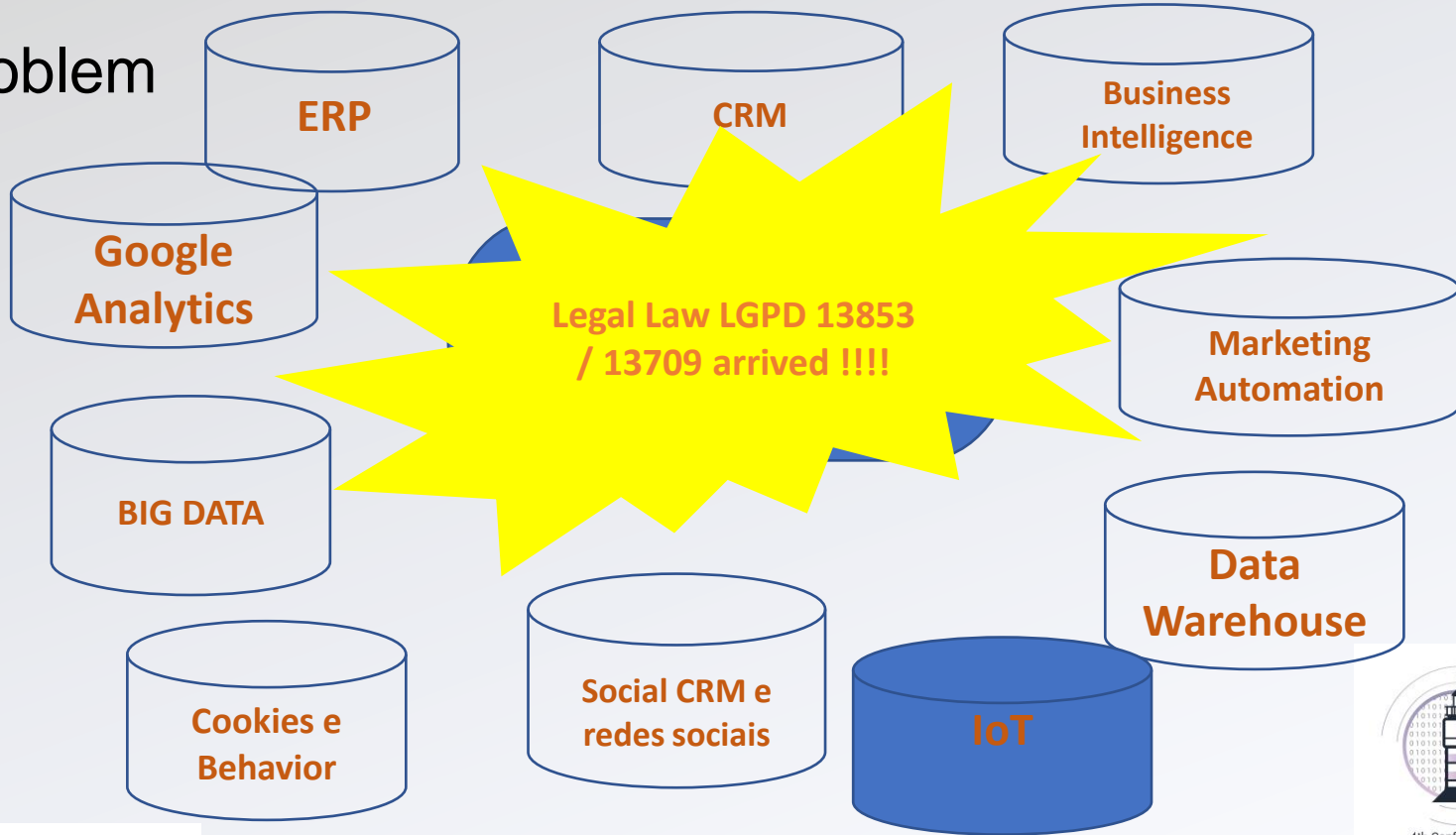
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IECEC - Customer Effort Index in the Shopping or Consumer Experience across the entire journey!



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Methods

Creation of **Customer Committee**

- **Your company should have a client committee, with a professional from each area of the company;**
- **In the bimonthly meeting of this committee, invite customers and from there identify the level of effort and customer satisfaction, and plan corrective actions;**
- **Identify which contact channels have the highest level of effort by customers, and research technologies and processes on how to reduce this effort for different audiences;**
- **The committee members should be changed every six months;**



Solution



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Results and Conclusions

- The company is seen by the market and by consumers not as a provider of products, but of services;
- The company is seen as a living organism. There is no point in the heart and brain working if the other organs (departments) are not also working in harmony.
- **As Peter Drucker, the father of modern management, said: don't fight with marketing, you will lose.**

