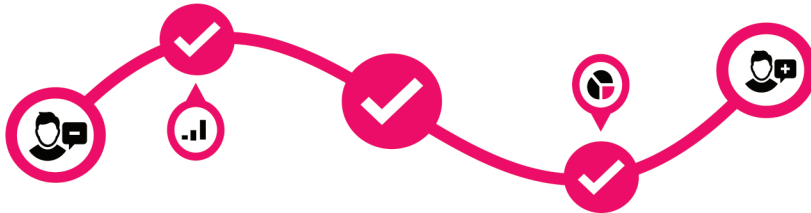


Connected product
Analytics for
Brands

cab

Uncover deep customer insights
from your connected users & products.



 **TIM**

POLITECNICO
MILANO 1863

 **SeB**[®]

 **Alfstore**



WHAT IS CAB ?

CAB is a customer intelligence service for capturing & analysing both data from connected products "in use" and user's feedbacks / ideas from our co-creation platform. CAB gives brands unique insights on customers' needs and their experience journey to increase success rate and optimise the design of new products and marketing strategies.

Consumer brands are seeing product connectivity as a high threat if they make wrong design choices. Which product features are most used and when/how? Which provide value to consumers, and which ones are 'nice-to-have'? Product design strategical choices can lead to successful products or expensive failures requiring product re-design or losing market share and being outcompeted by new entrants. Brands need to succeed in the digital transformation of their products or will be left behind.

We help connected consumer goods brands better understand their customer's journey to deliver better and more innovative products & services. CAB is an advanced customer intelligence analytics platform combining consumer community data and connected product data. The service aims to maximize the value of transactional and behavioral data which will reduce the pain and risk of product design decisions.



- Turns your connected users and products data into actionable customer's insights
- Combines a leading voice of the customer solution with disruptive connected product analytics feature in one platform
- Provides customer insights based on real and quantitative product use
- Understand customer journey and act based on behavioural data

Targetting B2C brands with connected products or will to connect their devices, CAB is positioned at the intersection of the customer intelligence and connected analytics markets.

In 2018, we will start by addressing the small kitchen appliances market with Group SEB and initiate use cases development in other industries.

Contact

info@alfstore.com