

UC1. Customer Service and Demand Forecasting

How can I better understand current and future demand for services?

CHALLENGE

How can digital tools and analytics help your organization better track and forecast customer service and demand levels to predict required future delivery requirements?

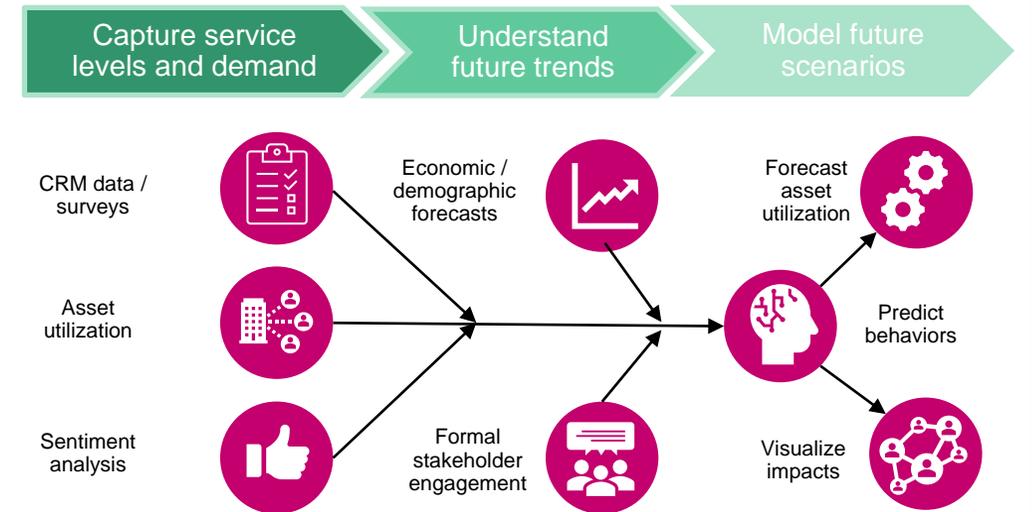
BENEFITS

- ✓ Increased customer satisfaction
- ✓ Improved capital and maintenance planning
- ✓ Optimized service management enabling reduced maintenance costs and energy usage

SOLUTION

Link data from CRM systems, customer surveys and asset usage (metering, passenger flows, etc.) into a model / digital twin to understand impacts of changing patterns of customer demand.

Simulate changes to customer behaviors under different macro-economic or pricing scenarios to understand impacts on asset utilization



FOUNDATIONAL

- Historic customer usage
- CRM / customer feedback information
- Stakeholder engagement – what are different groups asking for?

NO REGRETS

- **Long-term models** of demand by segment (e.g. economic); seasonal / pattern modeling
- **Data visualizations** showing customer service and demand requirement changes

GAME CHANGERS

- **Usage trackers** (e.g. mobile tracker, weight on carriage wheels, smart meters)
- Dynamic **digital twin** modeling incorporating real-time data feeds

! Availability and quality of usage and demand data (e.g. metering)

! Do you understand drivers of seasonal patterns vs. volatility? How are customer expectations evolving?

! How do you fill gaps in knowledge? How do you reflect macro changes in usage (e.g. Covid)?