




A photograph of three business professionals in a meeting. A woman with long brown hair, wearing a grey top and a teal scarf, is leaning forward and smiling. She is flanked by two men. The man on the left is seen from the side, wearing a light blue shirt. The man on the right is wearing a plaid shirt and glasses, holding a pen. They are gathered around a white table with a laptop and a smartphone on it.

Customer Insights Customer Package Overview

Available Offers

Package	Target Audience	Description	Price (CHF excl. VAT.)
S	Customers who want to discover Customer Insights in more details in a private workshop tailored for their specific business	<ul style="list-style-type: none"> • Customer specific workshop «Customer Insights in a day» with an ELCA customer insights and an ELCA industry expert • Up to 10 people of 1 customer per workshop • Support • License for 1 month 	 12'000.-
M	Customers who want to do a deep analysis with a proof of concept	Workshop as in package S, in addition: <ul style="list-style-type: none"> • Customer specific POC concluded with a demo • Support • License for 3 months 	 29'000.-
L	Customers who want a deep analysis and provide additional training for employees	Package M, in addition <ul style="list-style-type: none"> • Customized training for 10 people • License for 6 months 	 44'000.-
XS	Customers who want to discover Customer Insights in a generic setup in a shared workshop	<ul style="list-style-type: none"> • Free workshop "Customer Insights in a day" • Workshop at Microsoft premises • Up to 30 people of multiple customers • No license included 	FREE

Package S

Individual Discovery

S

12'000.-

CHF

Purpose

- You want to discover Customer Insights in an **individualized** workshop? Not together with other companies?
- With an ELCA business expert?

Content

- **1 day workshop**
 - General introduction, demo and hands-on try out
 - 1 ELCA Customer Insights expert
 - 1 ELCA business expert
 - Up to 10 people of your company
 - Tailored to your business with max 2 data sources
 - Discussion of business scenarios during this workshop
- 8h of additional, on-demand support & consulting
- License for Customer Insights for 1 month

Expected Result

- A larger group of your employees has a general understanding of Customer Insights and can try it out
- You have ideas of your future benefits
- You see good business scenarios

Package M

Test it in your Environment

M

29'000.-

CHF

Purpose

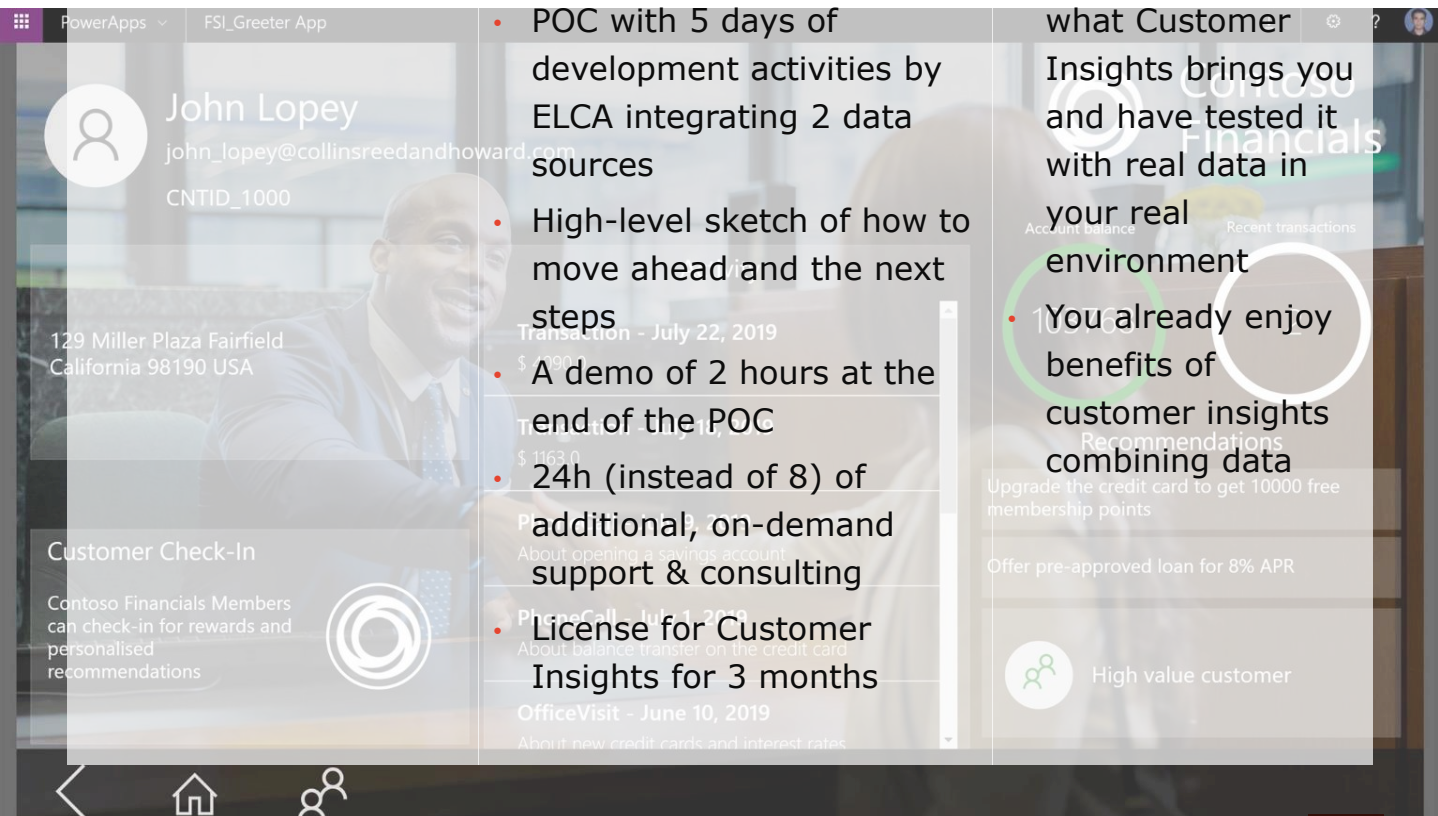
- In addition to the **invidual** discovery, you want to perform a **proof of concept (POC)** to verify if it fits for you?

Content

- Workshop as package S
- Business workshop of half a day to define the scope of the POC based on your requirements with 2 ELCA experts
- POC with 5 days of development activities by ELCA integrating 2 data sources
- High-level sketch of how to move ahead and the next steps
- A demo of 2 hours at the end of the POC
- 24h (instead of 8) of additional, on-demand support & consulting
- License for Customer Insights for 3 months

Expected Result

- You've a good understanding of Customer Insights
- You've verified business scenarios
- You know exactly what Customer Insights brings you and have tested it with real data in your real environment
- You already enjoy benefits of customer insights combining data



Package L

Train your people to roll it out

L

44'000.-

CHF

Purpose	Content	Expected Result
<ul style="list-style-type: none">You want to roll out Customer Insights after the POC?You want to train your people so that they can do many tasks themselves?	<ul style="list-style-type: none">Everything from package M, including the POC and support <p>In addition:</p> <ul style="list-style-type: none">1 day customized training with a maximum of 10 participants, with 2 ELCA instructorsLicense for 6 (instead of 3) months24h of additional support to roll out Customer Insights into production after the POC	<p>In addition to the package M:</p> <ul style="list-style-type: none">A team of you knows how to adapt and configure Customer InsightsYou can benefit from the features in production using your production data

Package XS

XS

FREE

CHF

Purpose

- You want a general overview and first impression including first hands-on experiences in a demo environment what you can achieve with customer insights?

Content

- Generic customer Insights in a day workshop, one day
- Together with other customers
- Scheduled at dates fixed by Microsoft and ELCA

Expected Result

- You've a general understanding of Customer Insights
- You can start thinking about future benefits

CUSTOMER PROFILE

Customers

- Anthony Aaby
- Anthony Aagaard
- Anthony Aakre
- Anthony Aarant
- Anthony Aardema
- Anthony Aaron
- Anthony Aarsvold
- Anthony Aase
- Anthony Aavang
- Anthony Abadie
- Anthony Abair
- Anthony Abaloz
- Anthony Abar
- Anthony Abarca
- Anthony Abasta
- Anthony Abate
- Anthony Abati
- Anthony Abatiell
- Anthony Abato
- Anthony Abatti
- Anthony Abaya
- Anthony Abbas
- Anthony Abbe
- Anthony Abbingdon
- Anthony Abbott
- Anthony Abbott
- Anthony Abbott

JK

James Kopinski

Male

Customer since 3/2019

Unified profiles with attributes from different sources

Address

887 Williams Shore Apt. 377, Hollywood, Florida, USA, 27605

Email

james_kopinski@powelltorres.com

Phone

503.785.9553

KPI

Measures and predictive insights

23.24K

Account balance

2

No. of transactions

INTERESTS

Proprietary Microsoft enrichment

Similar Profiles

Financial

Financial

Timeline

Activities (10)

1 Appinterac...

1 Case

1 Complaint

BEFORE THIS MONTH

11 by date

Transaction - 7/27/19

8875.0

Unified activity timeline with activity from various sources

4898.0

PhoneCall - 7/11/19

Disputed a transaction

WebInteraction - 6/16/19

About opening a savings account

Complaint - 6/15/19

Wire transfer is taking too long

ELCA

We make it work.

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Customer Insights at ELCA - contact us at crmsolutions@elca.ch

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Conditions

- Upon purchase, a direct contract will be established between ELCA and the customer
- The general terms & conditions for mandates of ELCA apply
- ELCA will provide the services in a professional manner, but does not commit to a guaranteed result
- All prices are in CHF and subject to additional VAT
- All activities are timeboxed, additional effort is only performed after approval and will then be invoiced additionally
- Data to be processed is provided by the customer in good quality
- The customer is the Data Controller
- Licenses are provided by ELCA (CSP), ELCA does not pay licenses bought at third parties
- Licenses automatically renew after the defined period if not resigned 30 days ahead
- The license includes up to 100'000 unique customer profiles. Additional profiles may be purchased.
- All events either are done at offices of ELCA or Microsoft in Switzerland
- Support is provided remotely or at offices of ELCA
- All offers are valid until 31.12.2020



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