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 | • 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:  
• 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  
• 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 | • 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

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Content</th>
<th>Expected Result</th>
</tr>
</thead>
</table>
| • You want to discover Customer Insights in an **individualized** workshop? Not together with other companies? | • **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 | • A larger group of your employees has a general understanding of Customer Insights and can try it out |
| • With an ELCA business expert? | • 8h of additional, on-demand support & consulting | • You have ideas of your future benefits |
| | • License for Customer Insights for 1 month | • You see good business scenarios |

S 12,000.– CHF
# Package M

**Test it in your Environment**

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Content</th>
<th>Expected Result</th>
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</table>
| In addition to the **individual** discovery, you want to perform a **proof of concept (POC)** to verify if it fits for you? | • 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 | • 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 |

- 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
## Package L

**Train your people to roll it out**

![Image](image.png)

### Purpose

- You want to **roll out** Customer Insights after the POC?
- You want to **train** your people so that they can do many tasks themselves?

### Content

- Everything from package M, including the POC and support

### Expected Result

**In addition to the package M:**

- A team of you knows how to adapt and configure Customer Insights
- You can benefit from the features in production using your production data

- 1 day customized training with a maximum of 10 participants, with 2 ELCA instructors
- License for 6 (instead of 3) months
- 24h of additional support to roll out Customer Insights into production after the POC

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

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

<table>
<thead>
<tr>
<th>Customers</th>
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<tbody>
<tr>
<td>Anthony Aaby</td>
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<td>Anthony Aagaard</td>
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<td>Anthony Aakre</td>
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<td>Anthony Abbington</td>
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<td>Anthony Abbott</td>
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<td>Anthony Abbott</td>
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</tbody>
</table>

Timeline

Activities (10)

1 AppIntenac... 1 Case 1 Complaint

Unified activity timeline with activity from various sources

Before this month

Transaction - 7/27/19 8873.4
Disputed a transaction

WebInteraction - 6/16/19
About opening a savings account

Complaint - 6/15/19
Wire transfer is taking too long

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@powelltriers.com

Phone

503.785.9553

KPI

Measures and predictive insights

23,323K
2 No. of transactions

INTERESTS

Proprietary

Microsoft

enrichment

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

ELCA

crmsolutions@elca.ch

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