



Brief Case



SUMMARY

Brooks Running Company, a global leader in specialty apparel and shoes, has a vision to get to a 360 view of their customer. The problem that Brooks faced was that much of the data was not accessible or unstructured.

Guidacent helped lead the effort to implement this new solution that leveraged machine learning to transform, join, and store the various customer data stores. The customer insights derived from the new customer views enabled Brooks to fine tune customer messaging and as a result, Brooks was able to see an increase of click throughs and conversions.

While multiple efforts were made to integrate the data, Brooks selected a new technology to pilot that could weave together a new view of the data.

Guidacent provided a Senior Consultant to help drive the implementation of a new solution utilizing machine learning to help integrate multiple data sources into a single customer view.

Critical to the insights that any BI solution delivers, having solid foundation and roadmap for the evolution of the data sources is critical. We will help to understand current data situation, define where you want to go, how to get there, and how to ensure that you stay on the path to get there.

“When we first began working with Guidacent, Brooks had a lot of data in various silos but didn’t have a single view of customer data with the existing customer database.”

“During the engagement, Guidacent provided the project, vendor, and stakeholder management support to quickly integrate the various data sources into the new tool and launch the capabilities back to the business.

“The integration and implementation support greatly accelerated our ability to delivery this solution to the business. The resulting data insights provided Brooks with the ability to deliver information to our customers that was more relevant and valuable.”

– Kristin Olsen, Senior Manager Brooks Running