CAPABILITY STATEMENT





Customology

CUSTOMERS FOR LIFE

CAPABILITY STATEMENT

**We create customers for life,
helping brands grow by understanding their
customers and keep them coming back.**

Customology

CUSTOMERS FOR LIFE

Customology are specialists in customer lifecycle management.

We accelerate brands by:

TRANSFORMING TRANSACTIONS INTO UNIQUE CUSTOMERS

IDENTIFYING CUSTOMER GROWTH OPPORTUNITIES

ACTIVATING THE PATH TO RE-PURCHASE

INFLUENCING THE RIGHT CUSTOMER BEHAVIOURS



CLIENT TESTIMONIAL



Customology resolved our business needs and improved our customers' experience through their custom blend of insight, innovation and intelligent solutions.

Head of Marketing,
Suncorp Group

SUNCORP

Customology

WHAT WE DO

We help brands design, build and execute customer programs, customer loyalty and retention programs, path to re-purchase programs, reward and recognition programs. We provide full end-to-end services covering:

01

INSIGHT

By analysing and segmenting customer and transactional data, we provide actionable insights into customer behaviours, traits and value – enabling you to produce highly targeted campaigns to customers who can help drive business growth.

02

STRATEGY

Using design thinking combined with data and decision science, we can analyse your customer value model and identify how to improve your customer lifecycle management and the path to re-purchase, ultimately increasing customer loyalty.



03

ACTIVATE

From creative and development through to managing and executing effective customer growth and retention programs, including marketing automation, customer experience and support – to influence the right customer behaviours.

04

IMPROVE

Working collaboratively as part of your team, we provide ongoing insights, metrics, reports, performance and success tracking to ensure we are maximising the value to you and your customers.

Customology

CLIENT TESTIMONIAL



FOR LIFE CUSTOMERS

By turning our transactional data into a single view of the customer, Customology has revealed key behavioural insights and significant commercial opportunities which have validated and helped shape our marketing and business strategies.

General Manager,
Michael Hill Group

michael hill

Customology

CLIENT TESTIMONIAL



By working with Customology,
we've taken control of the customer lifecycle,
creating a path to repurchase that
continues the conversation with customers,
in a relevant way that ultimately
influences repeat treatment behaviour,
taking the pressure off operations and
builds sustainable growth.

Head of Marketing,
Laser Clinics Australia

laserclinics AUSTRALIA

Customology

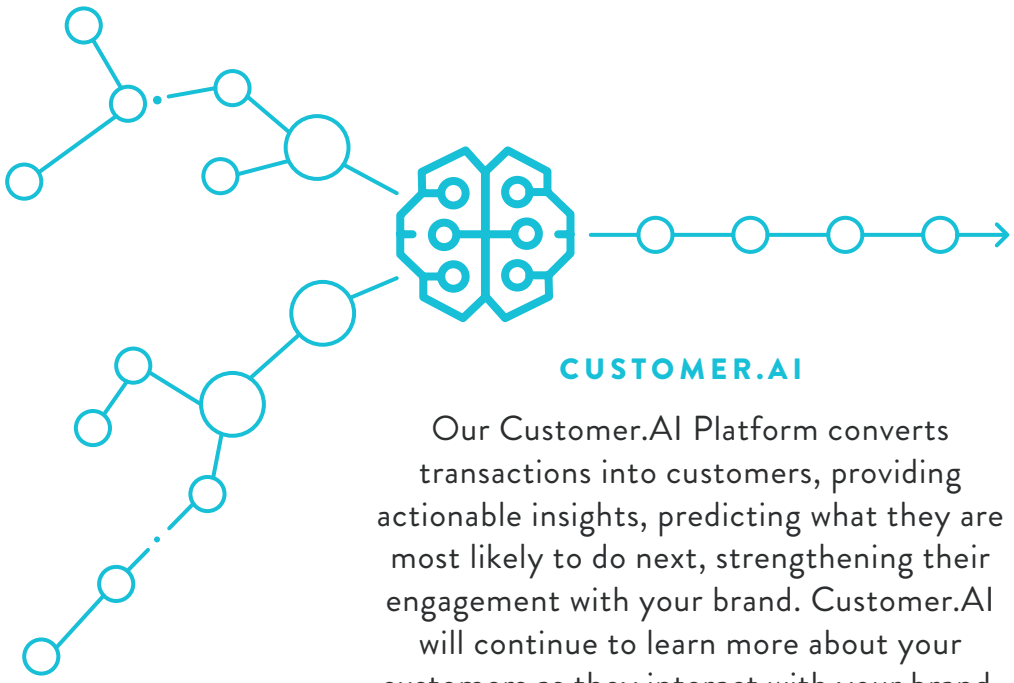
OUR APPROACH

TRANSACTIONAL DATA

ENGAGEMENT DATA

CUSTOMER DATA

3RD PARTY DATA



CUSTOMER.AI

Our Customer.AI Platform converts transactions into customers, providing actionable insights, predicting what they are most likely to do next, strengthening their engagement with your brand. Customer.AI will continue to learn more about your customers as they interact with your brand.

SINGLE CUSTOMER VIEW

BEHAVIOURAL SEGMENTATION

PREDICTIONS & PROPENSITY

MARKETING AUTOMATION

Direct digital campaigns across email, SMS, MMS, push notifications and direct mail.

REWARDS ENGINE

Trigger unique customer rewards based on stage of customer journey, segment membership, or campaign selection.

REPLY2

Hyper-personalised landing pages, microsites, forms and surveys.

MEMBER LOYALTY ENGINE

Provide individual management to support member sales, enquiries - with a full view of every customer interaction.

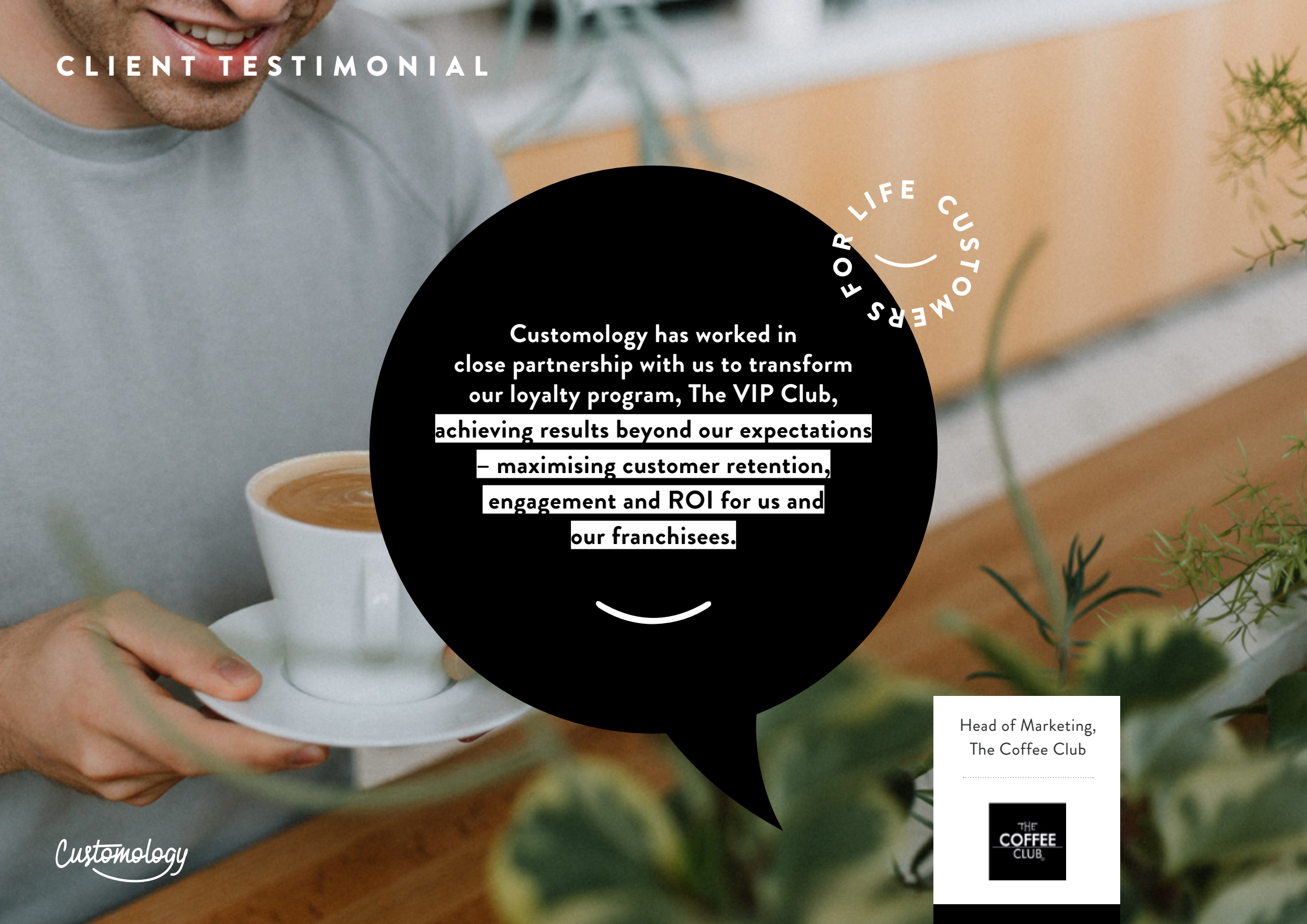
RETARGETING

Reactivate lost customers by retargeting your ads across social, search and display media.

CUSTOMER INSIGHT FROM iCENTRAL

Powered by Tableau™ core, iCentral brings the single customer view to life, enabling deep insights for analysis and action. The bespoke interactive dashboards provide real-time data for the c-suite to individual store managers, creating a single point of truth for all your customer intelligence.

Customology


CLIENT TESTIMONIAL
CUSTOMERS FOR LIFE
Customology has worked in close partnership with us to transform our loyalty program, The VIP Club, achieving results beyond our expectations – maximising customer retention, engagement and ROI for us and our franchisees.
Head of Marketing,
The Coffee Club
THE COFFEE CLUB
Customology

OUR CLIENTS

From retail to wholesale, financial services to hospitality, charities to higher education, we specialise in helping business create customers for life.

























































CLIENT TESTIMONIAL



CUSTOMERS FOR LIFE

With Customology we now have a best-in-market program which is driving customers into stores and keeping our franchisees engaged.

Head of Retail Marketing,
Bridgestone Australia

BRIDGESTONE

Customology

OUR TEAM

Customology attracts superstars from across marketing, data science, and technology – all passionate about helping you create customers for life



Mark James

Founder & Strategist

For more than 20 years Mark has specialised in creating customers for life, helping businesses grow their customers, and ensuring they keep coming back.

Mixing technology, science, and marketing to influence customer behaviour to ultimately drive repeat sales, Mark has created a reputation as a key thought leader when it comes to customer behaviour.



Michael Barnard

General Manager & Strategist

Michael oversees a handpicked team of Customologists with talent across strategy, data science, and technology and crafts measurable programs which influence the right customer behaviours.

Michael's experience in human centred design is foundational in our principles of design thinking and starting with the customer, focusing on how brands engage customers based on the physiology of decisions and how they are applied in practice with behavioural economics.



Patrick Teahan

Head of Data Science

Patrick heads up our data science team. His diverse international industry experience with deriving actionable insights from data to inform strategy has helped to shape the fundamentals of global customer programs.

Patrick led the customer and commercial insights for Virgin Australia Velocity Program for 8 years and was pivotal in its transition to a best-in-class loyalty program.

CUSTOMOLOGISTS

Customology attracts superstars from across marketing, data science, and technology – all passionate about helping you create customers for life



Michael
Head of Growth



Derek
Head of Engineering



Ben
Head of Contact Centre



Lynsey
Marketing Manager



Molly
Senior Program Manager



Jacqueline
Senior Program Manager



Katie
Project Manager



Lulu
Senior Data Analyst



Bonnie
Data Analyst



Dewang
Data Analyst



Mei
Data Analyst



Eloise
Data & EDM Technician



Jeremy
Senior Software Developer



Paul
Senior Software Developer



Joel
Integration Developer



Deanna
Contact Centre Assistant Team Lead



Jemima
Account Executive



Jessica
Customer Concierge

Customology

OUR INTEGRATION & TECHNOLOGY PARTNERS

We partner with your existing platforms to enable real-time connectivity across your core business systems. Our Customer.AI provides functionality to connect and deliver data from different sources. These data connections provide the core ingredient of Customer.AI, as a robust, transparent and dependable integration.





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www.**customology**.com.au