Actionable Insights

msx international

MSX Actionable Insights enables manufacturers and their retailers to transform data into meaningful and actionable information that supports decisions and helps your brand grow.

With over 25 years' experience in the automotive sector, MSX has a unique understanding of the challenges and behaviors inherent to industry players. Our expertise enables us to effectively identify and capitalize on new opportunities, empowering automotive businesses to enhance their data and business insights. We apply analytics to help you cut costs and increase efficiencies, and help your employees perform more effectively. Our solutions and services help you improve every area of your business, from retail performance and sales and marketing strategies to workshop operations, technical support services, and warranty management.

We are committed to remaining at the forefront of new technology trends and in line with changing consumer behavior. Our Actionable Insights solutions help brands to analyze market trends, understand what drives consumer demand and make effective business decisions. They can also help:

- › Reduce costs
- › Streamline operations
- › Boost productivity
- › Minimize waste

- › Identify and resolve inefficiencies
- › Streamline workflows
- › Increase revenue
- › Increase customer loyalty

m SX
international

Our Actionable Insights solutions future-proof your business

MSX delivers the industry knowledge and trained personnel to interpret and evaluate your data in multiple ways. Using highly secure processes, we build relationships between data sets and gather and collate information from systems across your network. We create business rules to meet your program objectives, implement solutions to overcome inefficiencies, and measure their success.

The MSX Actionable Insights portfolio covers four key areas:

Data Visualization and Diagnostic Services

We analyze and model data to predict trends and outcomes and identify which actions can provide the best improvements.

Strategic Insights

We curate data that helps our clients understand the changing dynamics of their marketplaces and their place within them.

Performance Insights

We provide cross-industry data and operational data that allows our clients to truly understand their performance levels.

Sensor Analytics

We leverage sensor data to map and analyze operations, leading to breakthrough improvements in performance.

Unlock the value of your data

MSX Actionable Insights can be applied to all areas of the consumer journey, helping brands to deliver improvements that promote more seamless and enjoyable customer experiences. Smarter data and analytics enable you to better understand customers and prioritize their needs, delighting them at every touchpoint. With MSX Actionable Insights you can:

› Benchmark your service performance against your competitors.

› Gain insights on ideal business partners.

› Optimize pricing based on customer history.

› Automate processes with AI-driven data models.

› Develop new capabilities derived from data insights.

› Boost efficiency and streamline operations.

Our engagement models are tailored to your needs

Our Actionable Insights solutions will help you identify and overcome challenges or issues, streamline all services, and measure success.

Our teams of experts work with cutting-edge technologies to capture, consolidate, visualize and analyze your data. We then help you apply knowledge to improve multiple areas of your organization, to transform your operations and better support your customers.

Our teams of data analysts, data engineers, data consultants and software engineers work with you in the way you need them to – on individual projects, or as a core team that's part of your organization. They can build entire programs, based on your KPIs, that include everything from data capture to the delivery of solutions and training, or they can support your projects with ad-hoc advice, reports or visualizations.

Our Actionable Insights tools and services are flexible and dynamic, so we can adapt quickly to the requirements of your ad-hoc projects and manage them faster and more cost effectively than most in-house arrangements.

Actionable Insights

Get in touch with us

Rod Wright
Global Value Stream VP
rod.wright@msxint.com

Felipe João Pontes da Cruz
Global Solutions Leader
fcruz@msxi.com

Cory Allen
Global Delivery Leader
callen@msxi.com

msx international