

Does your product team often make their decisions based on assumptions and struggle to deliver solution on time?

Our Analytics Roadmap Service package has been designed specifically for the E-Commerce Solution Vendors who are offering web analytics implementation services on their e-commerce platform.

3TouchPoints team members have personally spent many years in the Retail and E-Commerce industries, and we know that it's highly cost intensive, requiring a significant amount of upfront investment with a longer breakeven period. Most e-commerce vendors look for cost efficient solutions and strive for better adoption.

To help these vendors meet their adoption goals, we have developed an Analytics Roadmap service offering. We collaborate with in-house product management teams to assist them with the following activities:

- Market Research
- Analytics Vendor Evaluation
- Defining a Standard Analytics Offering which resonates with the Target market
- Defining Long Term Roadmaps
- Architecting a Standard Analytics Offering in collaboration with in-house technology team
- Assisting the project team in writing the Requirements, Use-Case scenarios, Functional and UAT test cases
- Assisting the Sales and Marketing team in producing relevant collateral
- Creating analytics playbooks, troubleshooting guides and business optimization solutions
- Analytics Training
- Operationalizing the Solution
- Setting up Support and Consulting Practice
- Defining Release and Upgrade Processes
- Configuring Marketing, Merchandising and E-Commerce Dashboards

To learn more about this service offering, please contact us.