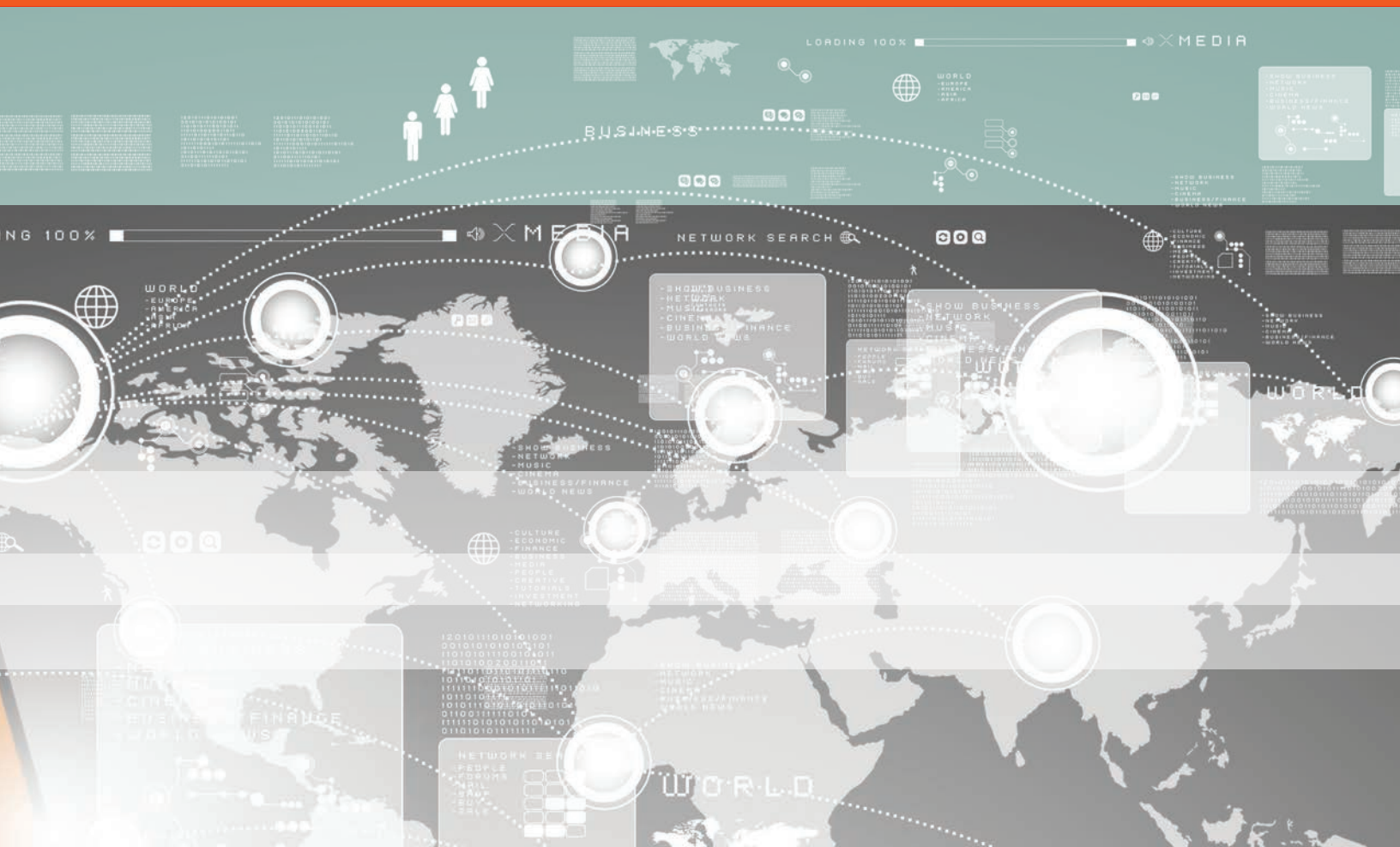# Predictive Analytics Report »

USING BIG DATA TO IMPROVE MULTICHANNEL CUSTOMER CARE

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Predictive Analytics »

Using Big Data to Improve Multichannel Customer Care

> **Life is no longer lived "in real-time," the future is already upon us. And the most admired companies and brands use Big Data and Predictive Analytics to get a head start. In this report, Opus Research analyzes the offerings of leading platform vendors who give companies the power to enable customers to use their device-of-choice and channel-of-choice at their time-of-choice.**

»

April 2014
Dan Miller, Senior Analyst - Conversational Commerce

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