



# What Big Data Means for Customer Loyalty

Flesh and blood employees still matter, and now analytical tools can amplify their reach.

**Chris Brahm, Aaron Chervis and Lori Sherer**

**Chris Brahm is a partner with Bain & Company's Digital and Advanced Analytics practices. Aaron Cheris is a partner with the Customer Strategy & Marketing practice, and he leads the firm's Retail practice in the Americas. Lori Sherer is a leader in the firm's Advance Analytics and Digital practices. They are all based in San Francisco.**

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## Key contacts at Bain & Company

### Americas

**Chris Brahm** in San Francisco (*chris.brahm@bain.com*)

**Aaron Cheris** in San Francisco (*aaron.cheris@bain.com*)

**Lori Sherer** in San Francisco (*lori.sherer@bain.com*)

### Asia-Pacific

**Jeff Melton** in Melbourne (*jeff.melton@bain.com*)

**Michael Woodbury** in Melbourne (*michael.woodbury@bain.com*)

### Europe, Middle East and Africa

**James Anderson** in London (*james.anderson@bain.com*)

**Frédéric Debruyne** in Brussels (*frederic.debruyne@bain.com*)

**Andreas Dullweber** in Munich (*andreas.dullweber@bain.com*)

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