



CXO

- Data Strategy
- Data & Analytics Consulting
- Analytics Use Case Identification
- General Data Science Consulting

MARKETING/SALES

- Customer Behavior Analysis •
(Behavioral Profiles)
- Predictive Cross Sell/Up Sell
- Customer Segmentation (Behavioral)
- Product Recommendation

CHANNELS

- Contact Center Efficiency Analysis
- Contact Center Speech/Text Analytics
(Agent/Customer)
- Single Channel Analysis & KPIs
(Digital & Non-Digital)
- Customer Journey Analysis

PRODUCT/SERVICES

- Behavior/Usage Analysis & Prediction •
(Grower, Decliner, Stable, etc.)
- Attrition Analysis & Prediction
- Cross Sell/Up Sell

CUSTOMER EXPERIENCE

- NPS Analysis/Voice of Customer
- NPS Prediction from Non-Survey Data
- Customer Experience Analytics
(Structured & Unstructured Data)
- Sentiment & Intent Analysis
(Unstructured Data Including Speech)

TECHNOLOGY/DATA

- Big Data Architecture & Engineering •
(On-Premise/Cloud)
- Data Warehousing/Data Marts
- Data Lakes

RISK MITIGATION

- Fraud Analysis & Modeling
- Predictive Risk Modeling