Summary

80% of information originates in unstructured form, primarily text. We have leveraged the latest developments in Data Mining and Machine Learning to develop a solution that rapidly capitalizes on the vast amount of underutilized textual CRM and Social Media data. We developed flexible and scalable solutions for the industry. The solution accesses and analyses invaluable information generated by customers through emails, social media/forum comments and call center records so providers proactively improve customer satisfaction and reduce churn.

1. Churn Analysis

Improving the churn model with the VALUE in unstructured data

- Enrich the churn model with text-based features (e.g. speech-to-text-data), and/or
- With output of pattern analysis in the churn data

Churn Analysis - POC

Worked with a Leading Telecommunication Company

1. Enriching churn prediction system using the information from text
2. Analyzing call center text data
   • Determine the problem (service/product)
   • Determine sentiment fluctuation of customer
   • Rate customer representatives in the long term

2. Targetable Customer Discovery

Integrating social media information into your customer segmentation scheme

- Detecting personal interests (more personalized service)
  - From tweets (text-based analysis)
  - From structured data

Worked with a Leading Retail Company

1. Segmentation of customers based on their interests extracted from text
2. Detecting potential customers who can be interested in specific products

Extracting Customer Profile
- Campaign management
- Campaigns to the specific customers

Finding Target Customers
- Different customers for different products
- Customer retention/acquisition
- Brand Value

Worked with a Leading Media Company

1. Segmentation of customers based on their interests
2. News, article recommendation based on interests
3. Automated tagging of the news