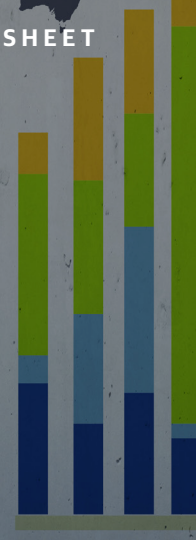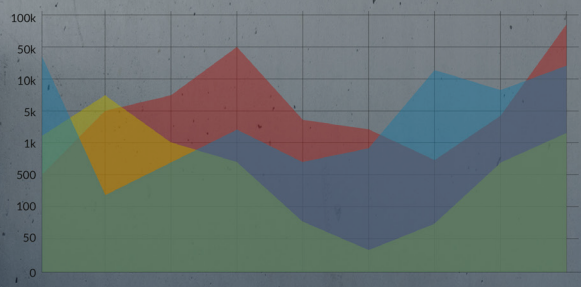# Humanify™ Insights Platform

Amazing interactions, powered by insights

The Humanify™ Insights Platform is a cloud-based customer and employee data platform that provides brands with a 360° view of their customers' needs, behaviors, and preferences with the insights they need to deliver a great customer experience. Our solution enables businesses to easily aggregate all of their customer data into a common architecture. This drives better insights, and can help predict customer churn, lifetime value, and the next best action at the individual customer level. We bring together the best of insight-driven consulting, technology, and operations that connect brands and their customers within and across voice, digital, and automated channels.

360° view of customers' needs

- Fully managed: Platform, data feeds, and insights
- Model catalog: Pick the insights that matter to your business
- Connect your data sources
- Built for today, adapts with you over time
- Single view of your customer
- Omnichannel optimization
- Real-time analytics
- Integrates with your tech stack

42%
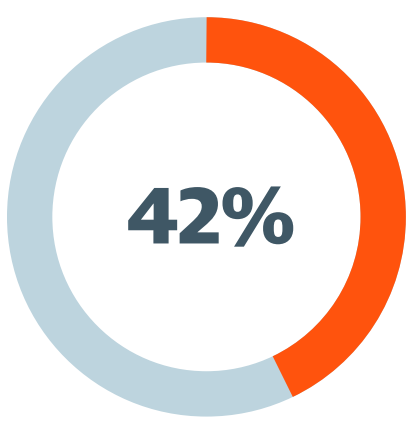
Data is key to great CX

42% of brands anticipate that data analytics will result in a significant shift in their ability to deliver a superior customer experience.

- Adobe
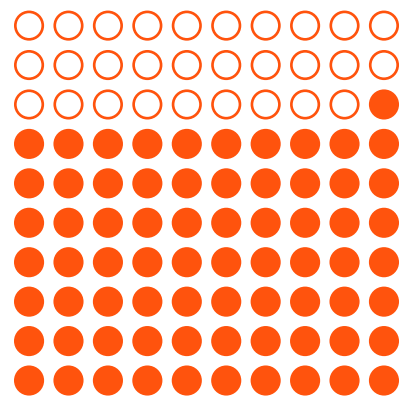
Your competitors are investing

71% of businesses are focused on optimizing the customer journey across multiple touchpoints with data analytics and predictive insights.

- Forbes

"Businesses fail at AI when they jump to algorithms without first doing the hard work of data prep, normalization, cleansing, and synthesis."
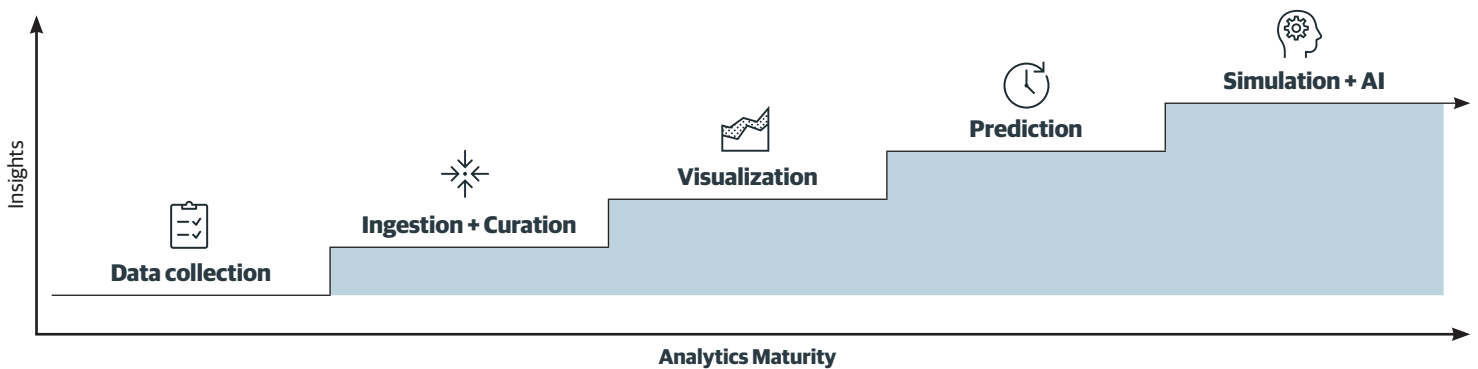
Jeff Marcoux
VP of Product Marketing & CX
Solutions, TTEC

Humanify™ Insights Platform
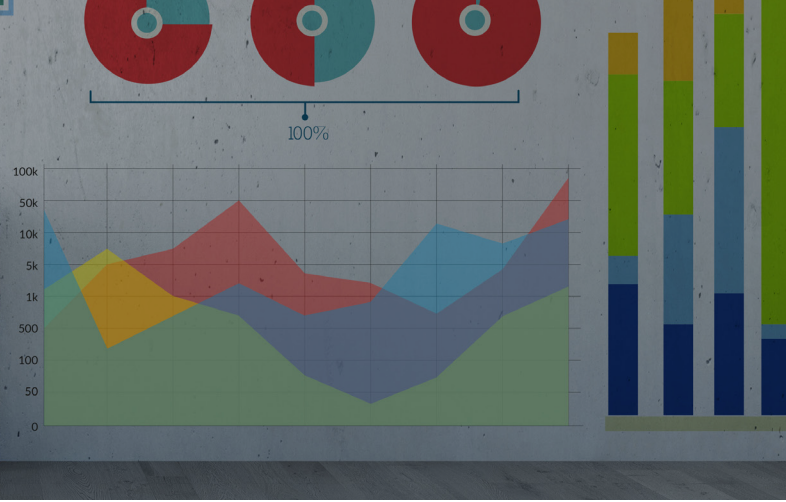
Partnering to take your insights to the next level

Where are you on the Analytics Maturity Curve?

Humanify Insights Platform Insights

Customer 360° Experience

Based on client data there are opportunities to improve:

- Contact Center Efficiency
- Agent Productivity
- Customer Experience

Advanced Dashboarding

- Advanced data visualization tools to report on critical agent and business metrics (e.g., agent training dashboards, omnichannel dashboards, etc.)

Drivers of Satisfaction/ Dissatisfaction/Churn

- Predicts the likelihood a customer will call to cancel their service in the near future
- If the customer is highly satisfied/ dissatisfied after a recent contact

Campaign Analytics/ Optimization

- Improve future performance of inbound/outbound campaign results

Enlighted CX

- Identify if the agent was responsible for NPS/CSAT survey results or other business action

Agent Proficiency Ranking/ Call Routing Tool

- Route calls to the agent predicted to best serve an incoming contact (e.g., highest potential to successfully sell, lowest predicted handle time, highest predicted NPS, etc.)

Proactive Contact Center Predictions

- Predicts how likely a customer is to contact the company and the most likely reason for the contact

Emerging Topics Identification

- Alert support center with early warning of possible trending customers issues

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