BizData®
Broader Perspective. Better Decisions.

Customer SmartDetect
A smarter way to reduce Customer Churn

Detecting a customer at risk of leaving is a time-critical activity that often requires drawing on indicators of a customer's satisfaction level that are not formally captured in systems.

The Customer SmartView solution, utilising Azure Cognitive Services, allows businesses to detect the mood of a customer by the tone of their voice or their correspondence, rate the risk of customer churn and produce timely alerts to operational staff - all in real-time.

- Increase customer satisfaction by detecting sentiment in real-time
- Voice Analysis to detect mood and character
- Real-time "risk score" using Machine Learning
- Send alerts to escalate high churn risk customers

What's the Mood?

- Natural Language Processing (NLP) understands unstructured data, such as a phone call

- Customer mood is detected immediately with real time feedback provided

- Real Time alerts indicate whether a customer is most likely to churn

Analyse recorded calls to determine customer sentiment

Improve Customer Experience

- Use data-driven evidence to train and provide real time recommendations to operational staff

- Escalation workflows to ensure customer is effectively engaged

- Ability to take preventative action when customer is "likely to churn"

Better understand buyer sentiment at the time of contact

Prevent the Churn

- Customer history displayed at time of call allowing operational staff to evaluate customer's engagement

- Speech to text and Vocal Emotion Analysis indicate primary and secondary moods

- Recognize the up-sell and cross-sell opportunities before they arise

Take preventative action at the point of call.

"Early AI adopters that combine strong digital capability with proactive strategies have higher profit margins and expect the performance gap with other firms to widen in the next three years."

McKinsey Global Institute June 2017

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Customer SmartDetect leverages Azure Cognitive Services to provide real-time results

Sentiment Detection

- Customer SmartDetect leverages Text Sentiment Analysis, Speech to Text, Machine Learning and vocal Intonation Analysis to provide a comprehensive summary of the mood of the customer with a clear indication of the likelihood to churn.

- Operational Staff can be alerted immediately when the likelihood to churn is high, allowing action to be taken soon after receiving the call.

Deeper Insight to Customer

- Analysis of customer sentiment provides real time actionable insight based on how the customer is communicating with operational staff

- Key metrics, combined with customer data allow staff to immediately profile a customer and take preventative action at the point of contact.
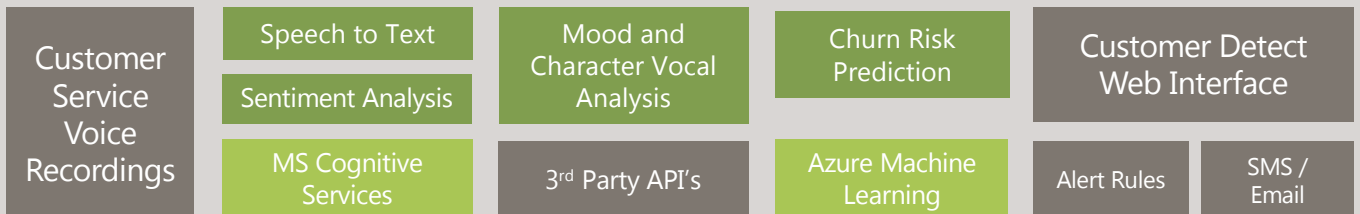
Our promise to you

Customer SmartDetect gives you the tools to provide a better customer experience and take preventive action at the point of contact..

An offer to get you started

BizData will deliver a streamlined engagement comprising of a;

- Cloud Platform installation and configuration

- Integration of voice recording files and customer reference data to processing engine and user interface

- Trained Azure Machine Learning Model to predict churn

Get Started from $45,000

Customer Service Voice Recordings	Speech to Text	Mood and Character Vocal Analysis	Churn Risk Prediction	Customer Detect Web Interface	
	Sentiment Analysis				
	MS Cognitive Services	3rd Party API's	Azure Machine Learning	Alert Rules	SMS / Email

Tangible Benefits / Desired Outcomes

- Real-time Customer Sentiment Analysis coupled with Machine Learning provides the likelihood of a customer churning

- Operational staff are enabled to take corrective action immediately

- Opportunity to cross-sell or up-sell becomes apparent as the customer's temper, positivity, vocal mood and textual analysis of transcripts are analysed

Why BizData?

BizData is an internationally award winning Data Analytics Agency. We specialise in rapid delivery of Artificial Intelligence, Big Data and Business Intelligence solutions, leveraging Microsoft and Open Source technology. BizData is widely recognised for excellence in innovation and implementation of customer solutions that spearhead a data-driven culture for everyone.

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