



Predictability Solution

Customer AI – Predictive Customer Analytics for Every Customer, Everyday

A New Model For Customer-Driven Business Operations, Where The Impact On Customer Experience Is Continuously Measured And Factored Into Decision Making Throughout The Enterprise.”

- RICHARD OWEN – FOUNDER OF THE MODEL

The Business Imperative

- The financial objective: maximize NRR through efficient operations
- The challenges:
 - Clarity on existing customer status, for all accounts, up to the minute (know where you stand)
 - Operational linkage: allocating resources to mitigate risk and capitalize on opportunity across the customer value chain (know why)
 - Visibility: looking around corners to understand customer intentions (know what happens next and nudge the organization to act)
- Customer AI achieves these objectives by accurately predicting customer attitudes, and future intentions, based on their measurable experiences across your operations.
- Our Spectrum AI platform delivers this capability as an AI-on-demand application, without a need for sophisticated data science resources, application development or deep domain knowledge.

The Challenge Addressed

Bridging The Customer Gap

- Do you know where the **risks** and **opportunities** are in your customer base?
- Are you utilizing data to **predict** what your customers will do next?
- Does this point to a **gap** in your analytics strategy?

Our Value

1. Customer AI Closes the CUSTOMER GAP with predictive analytics
2. Measuring Customer attitudes and how they are impacted by experiences
3. Exposing Future Risk And Opportunities In your Customer Base
4. Creating Customer Centric Operations
5. Unlocking opportunities for customer driven growth

How **Customer AI** unlocks customer-driven growth

A woman with her hair in a bun, wearing a black and white polka-dot dress, is smiling and looking at a laptop. She is in a modern office with large windows in the background. Other people are visible in the background, but they are out of focus.

Build ideal client profiles with better insights to drive higher growth.

Stay ahead of issues and attitudes to improve retention rates.

Identify targets and timing for upsell, cross sell, and expansion.

Break down silos and work smarter with a unified view of your customers.

Use customer impact to better steer product roadmaps and development.

Accelerate operations with faster, data-driven decision making.