

A pair of black-rimmed glasses is shown in the foreground, slightly out of focus. The lenses reflect a vibrant, illuminated cityscape at night, with numerous lights and buildings. The background behind the glasses is a blurred bokeh of green and yellow lights, suggesting an outdoor setting at night.

Digia Predictive CRM Analytics

Digia Predictive CRM Analytics is a service concept for predicting customer behaviour using machine learning algorithms.

Two prediction use cases are in primary focus:

Predict sales opportunity success

Calculates probabilities for open sales opportunities to be won in pre-defined future time period.

Predict customer churn

Calculates probabilities for customer churn in pre-defined future time period

Benefits

- Gain understanding which factors are behind successful sales or leaving customer
- Save time : machine-learning based calculation is automatic, fast and consistent
- Optimize resource and time usage by targeting actions to most important cases
- Support or challenge decision-maker's subjective estimate of customer's. next action

Service is designed to use primarily Microsoft D365 CRM as its data source, but it is possible to include other data sources as well.

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High-level architecture

