PROXINEA
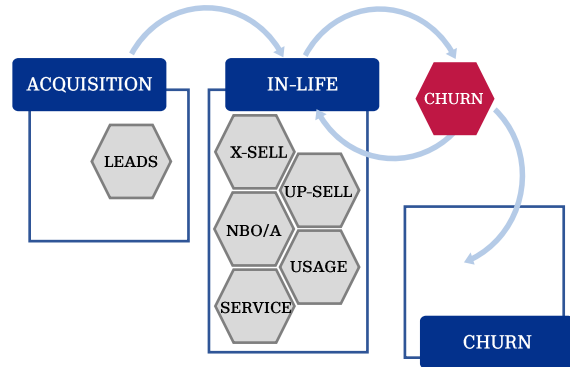
MISSION

Get better outcomes by personalized decisioning along the CUSTOMER JOURNEY. Through our know-how, you get access to Artificial Intelligence technology that allows you to mine internal data and processes. This enables you to allocate resources and investment precisely to maximize your return, get higher customer satisfaction and lower churn.

CUSTOMER JOURNEY AI Driven Optimization

SET-UP & ONBOARDING

The set-up of the models take no longer than 90 days which includes a scoring and analytics data asset and initial training of the model.
As part of the onboarding process, training is provided on how to best extract value from the individualized customer 'scores' to effectively reduce churn.

SUPPORT & MAINTENANCE

Proxinea ensures that your CHURN MODEL is regularly tuned to ensure optimal performance and monitoring of unpredictable trend changes.
New trends and insights extracted from the model are shared on a regular basis.

THE CHURN MODEL

How much is 1% churn reduction worth to you?
The CHURN MODEL allows you to identify individual customers with high risk of churning based on historical data. This gives you the opportunity to proactively manage your base to drive churn down.
For each customer, you will receive:
- ✓ **PERIODIC CHURN SCORES**
- ✓ **CUSTOMER VALUE AT RISK**
- ✓ **EXPECTED LIFETIME**

TECHNOLOGY

The CHURN MODEL is an infrastructure agnostic AI application using scalable Machine Learning (MLOps) design principles. The application is deployed in the Cloud or on client premises and is managed remotely by Proxinea.
The Customer Nexus © analytical data asset is the backbone of the modelling engine which can additionally be used to generate ad-hoc analytical reports.