ML6 Implementation Services

Example Use Cases

November 2023

ML6 ○ **Microsoft**

Big Pharma

Promo mix modeling: performance measurement

AMBITION & CHALLENGE

Our client had the ambition to understand how to best allocate commercial resources in a multi-channel approach.
At the time, commercial execution was largely based on gut feel and there were no tools available to measure the impact of activities on sales.
Having better insights can bring large benefits, such as identifying opportunities for enhancing the commercial execution process, resource allocation and brand planning.

SOLUTION

Based on available sales and CRM data, we assessed the current commercial model performance across channels and regions
- A descriptive analysis allowed to gain an understanding of the market and commercial execution
- Subsequent iterative commercial modelling made it possible to measure the impact of each promotional channel on sales over time and define the optimal level of investment in each channel

ML6

Fednot
## Digitizing notary offices

CHALLENGE

The goal of this project was to **increase the efficiency in notary offices** by digitizing the wealth of knowledge inside their archives into a single platform. These archives contain both text-layered documents as well as numerous scans of paperwork.

Making the archived information more widely available to notaries also meant taking all legislation around personal information and data privacy into consideration.

SOLUTION
Using advanced **Natural Language Processing** techniques, historic notarial acts were accurately digitized and personal information was efficiently pseudonymized.

The **intelligent search engine** enables users to swiftly scan through a wealth of documents, and thus serve as a valuable source of inspiration for drafting contracts and clauses, resulting in an enormous time and efficiency gain.

ML6
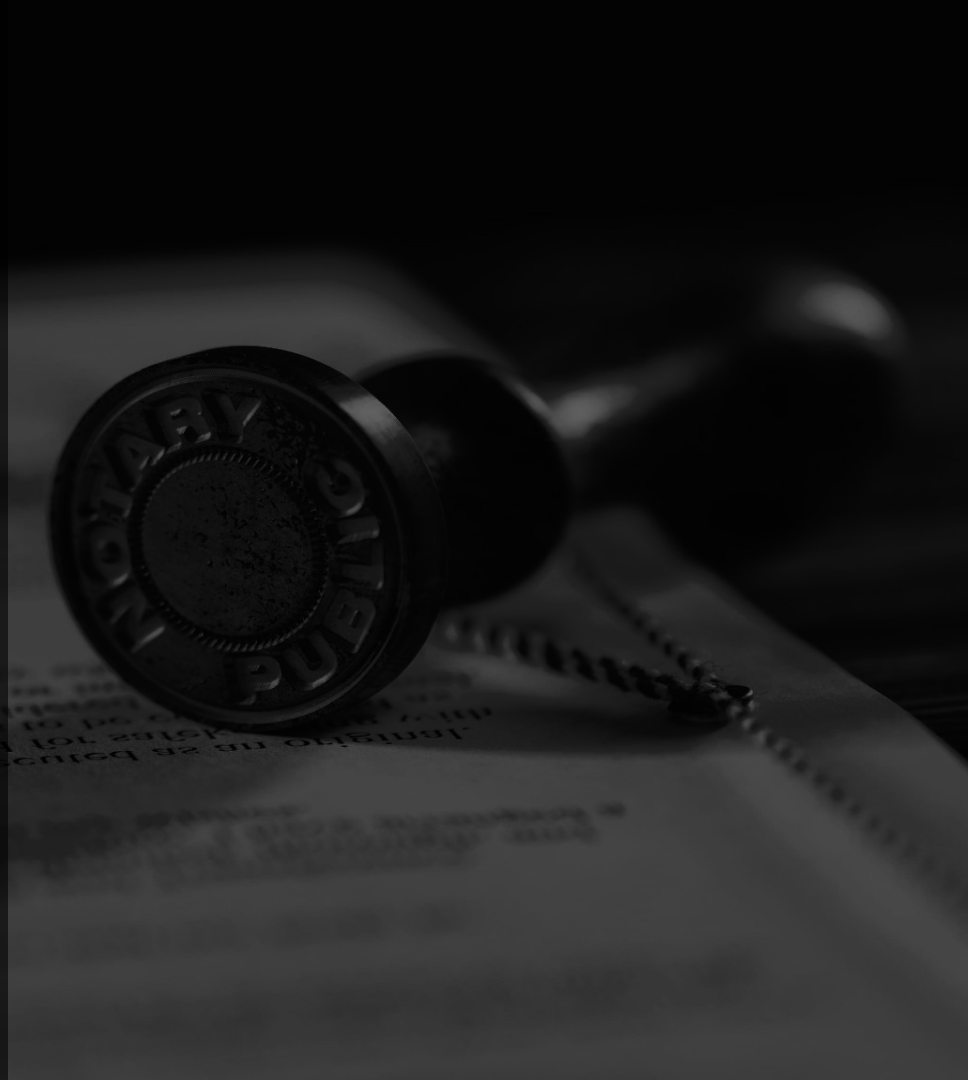
UK based insurer
Dynamic pricing

CHALLENGE

Our customer is a digital home and car insurer using technology and data insights to disrupt the insurance market. They ambition to differentiate through clear and transparent policies, fair pricing and attentive customer service.

With aggregator sites as main client acquisition channel, evolving to online dynamic pricing is key to the competitive positioning of the company

SOLUTION

We are analysing historical data on own won and lost quotes, and estimating the 'money left on the table' using the current pricing method versus implementing a reinforcement learning (Thompson sampling) based AI model

By the end of the year, the first model is planned to go life. This will be a single model for all clients.
Client segmentation and model tuning by segment will be done afterwards.

ML6

Unilin
Pixel-perfect computer vision

WHAT WE'RE DOING

Unilin, renowned for creating beautiful and comfortable living spaces through brands like Quickstep flooring, is deeply committed to innovation. In their pursuit of excellence, they recognized the immense potential of artificial intelligence, particularly in solving complex computer vision challenges within our production processes.

Michiel Van Acker - AI Lead testifies: *"ML6 demonstrated not only technical expertise but also guided us in implementing MLOps best practices on Azure. This proved pivotal in scaling to new challenges and production lines while ensuring the seamless operation of existing models. Today, we proudly run ten models in production, handling approximately 1 million AI predictions each month, a number expected to triple by year-end."*

Public reference:
https://www.linkedin.com/posts/ml6team_ml6-aiinmanufacturing-digitaltransformation-activity-7128320919801860096-UoSl/?utm_source=share

ML6

Memo
Redesigning a contact center's workflows

WHAT WE'RE DOING

With 'Whisper,' the cutting-edge automatic speech recognition (ASR) technology, ML6 helped transforming Memo's workflows, using AI.

The newly adopted processes now allows Memo to provide automatic caller insights, real-time conversation monitoring, and efficient data management to their customers.

Memo's commitment to excellence and data management, coupled with Whisper, positions them as industry pioneers. The solution is futureproof, aligning with Memo's commitment to staying ahead of the curve.

As Memo partner, ML6 is proud to contribute to their success in the dynamic contact center landscape, and we're eager to continue this forward-thinking partnership.

Public reference:
https://www.linkedin.com/posts/michael-de-decker_chatgpt-openai-contactcenter-activity-7032267803164332033-eakv/?trk=public_profile_like_view

ML6

Federal Public Service Justice
Pseudonymizing & summarizing court rulings
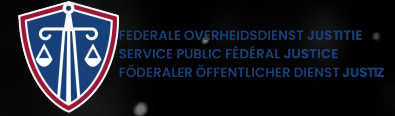
WHAT WE'RE DOING

We're leveraging our off-the-shelf pseudonymization engine to **automatically detect and remove personal identifiers** from 1.2 million court rulings on a yearly basis.

This allows FPS Justice to make court rulings available to the public and **increase transparency of the Justice system** in Belgium, while complying with GDPR regulation.

Next to pseudonymization, we're using Natural Language Processing techniques to **automatically summarize** and categorize these often long and complex documents. This will allow judges and lawyers to more easily find relevant rulings which will significantly **increase the efficiency of judicial processes**.

FPS Justice has kicked-off a multi-year collaboration with ML6 in August 2023, with a first Go Live of the pseudonymization module planned in March 2024.