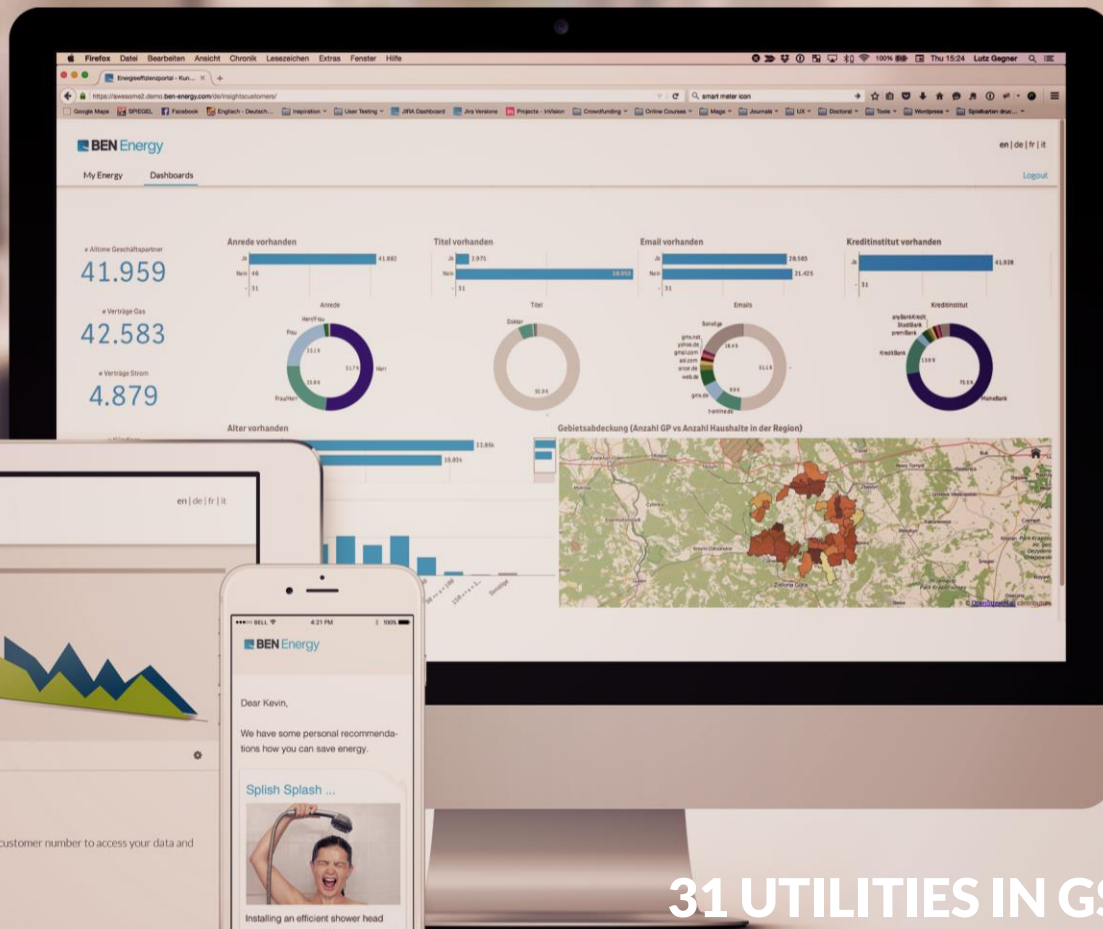
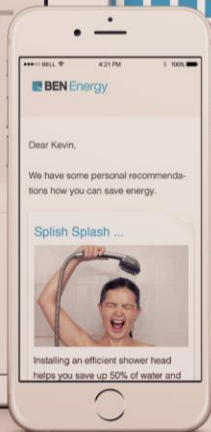
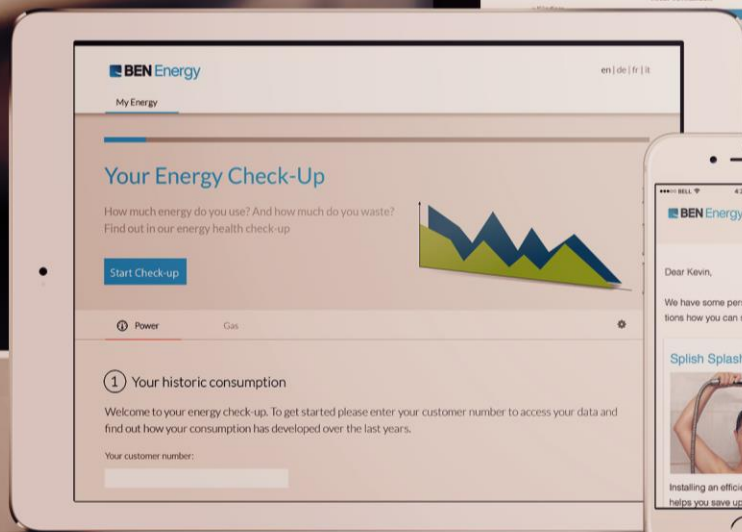




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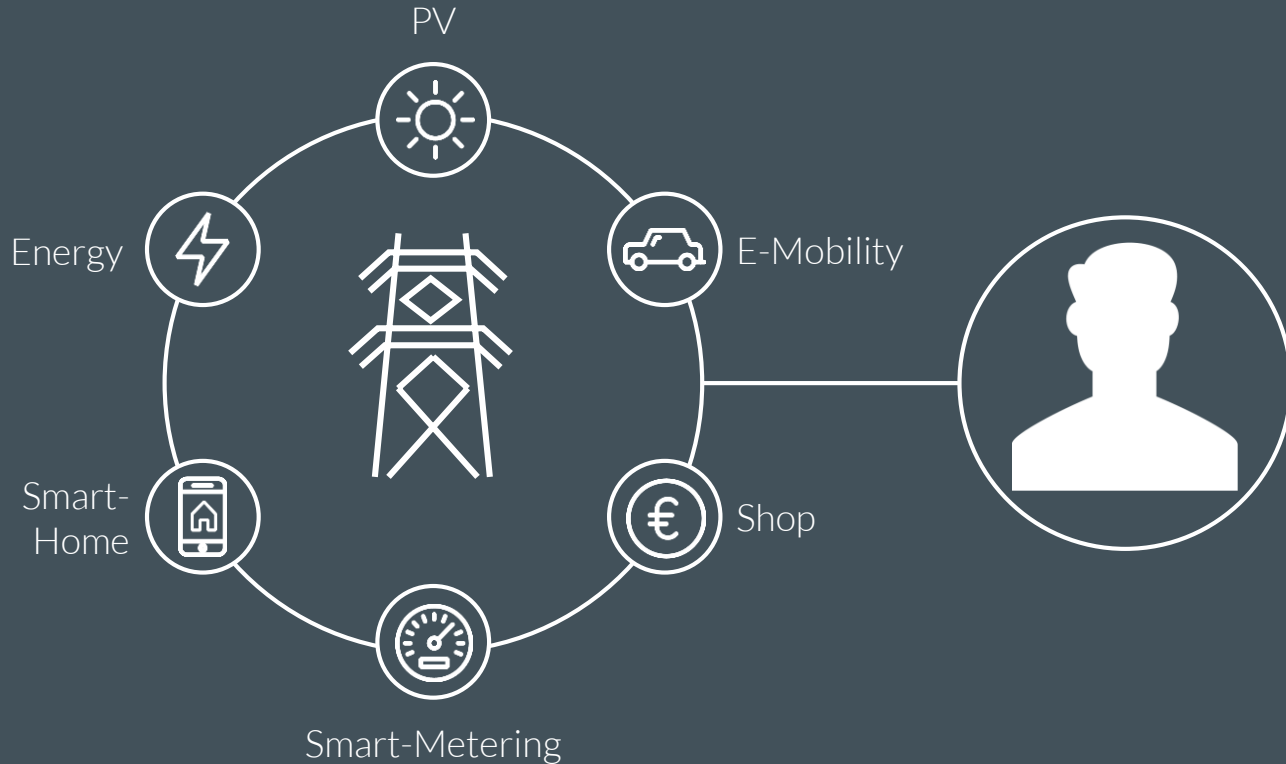
26th April 2016

CONSUMER ANALYTICS SOFTWARE



31 UTILITIES IN GSA
20K – 2'000K CUSTOMERS

UTILITIES NEED TO MAINTAIN CONTROL OVER CUSTOMER INTERFACE AND CUSTOMER DATA





1

**CLEANSING,
ENRICHMENT &
FUSION OF DATA**

2

**PREDICTION OF FUTURE CUSTOMER BEHAVIOUR
(CORRELATION AND CAUSATION)**



3



AUTOMATED COMMUNICATION TO CUSTOMERS AND EMPLOYEES

OUR CLIENTS' SUCCESS



+108% Online Customers

through dedicated
customer profiling



-58% Service Costs

through personalised
customer interaction



+23% Customer Satisfaction

through targeted
communication

**SELF LEARNING ALGORITHMS –
INCREASING SUCCESS
WITH EVERY DATA POINT**



