

CUSTOMER INTELLIGENCE SUITE 3.0

**START TURNING CUSTOMERS
INTO PROMOTERS**

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ABOUT CUSTOMER INTELLIGENCE SUITE

AZN Customer Intelligence Suite (CIS) 3.0 utilizes the latest advances in Artificial Intelligence and Machine Learning neural networks to gather, evaluate and monitor your Voice of the Customer (VoC) across social media and omnichannel customer touch-points, thus safeguarding your brand's reputation. Our autonomous AI-powered solution monitors data from all sources across your entire enterprise for adverse/negative sentiment. Neural networks and intelligent metrics algorithms identify weaknesses in customer sentiment at their formation which allows business for rapid mediation. We apply neural networks for time series predictions and anomaly detection in data. Predictive logic provides information for future trend formation for your business key metrics.

// Our solution effectively minimizes the negative impact on your brand by enabling your business to rapidly react to any negative sentiment detected by our Customer Intelligent Suite 3.0. //

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INTEGRATION

- 1 Website (Code widget)
- 2 Internet banking platforms (Code widget)
- 3 Intranet (Code widget)
- 4 CMS platforms (Code widget)
- 5 Mobile app (API)
- 6 Digital Onboarding process (API/ Code widget)
- 7 Support chat platform (API/ Code widget)

CUSTOMER FEEDBACK MEDIATION

- 1 CIS 3.0 Command Center
- 2 User access based on role assignment
- 3 CIS Administrator
- 4 CIS First responder
- 5 CIS Designated responder
- 6 CIS Escalation supervisor
- 7 Business Group/Department Heads

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Feedback mediation

Acknowledge received feedbacks via Rapid Response Template (RRT) or customer message

Request additional information from clients to enable assistance

Forward feedback to CIS Designated responder

Escalate feedback to CIS Escalation supervisor

Internal comment case resolution and closure

CIS Designated responder

- ✓ Mediates feedbacks specific to assigned topic/channel (Internet banking, Digital Onboarding, Client accounts, Mobile app, etc.)
- ✓ Escalate feedback to CIS Escalation supervisor

CIS Escalation supervisor

- ✓ Mediates escalated feedbacks to attain case resolution via personal phone call or email message.

Business Group/Department Heads

- ✓ Access online real-time dashboard reports to assess process and review key KPI's via charts (Sentiment analytics, NPS, Predictive analytics). Escalated cases review
- ✓ Receive monthly automated executive email reports

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CIS ADMINISTRATOR

- 1 Manage users and access roles
- 2 Platform configuration SMTP relay, SMS Gateways, etc.
- 3 Create edit RRT, create edit email notifications templates, embed marketing material in email communications

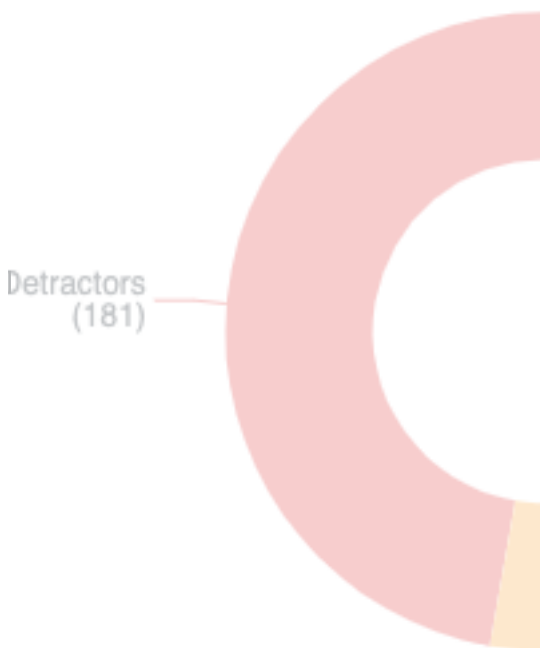
RESPONDER INDIVIDUAL PERFORMANCE KPIS

- 1 KPIs provided for each CIS responder
- 2 Number of feedbacks responded
- 3 Average response time
- 4 Average case resolution rate
- 5 Number of forwarded cases
- 6 Number of escalated cases
- 7 Overall performance rating
- 8 “Wall of heroes”

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- Detractors
- Passives
- Promoters

FEEDBACK PERFORMANCE REPORTING KPIS



1. Per channel and overall dashboards
2. Feedback volume / Predictive logic analytics
3. Response requests / Predictive logic analytics
4. Response Rate / Predictive logic analytics
5. Escalation performance / Predictive logic analytics
6. NPS analytics / Predictive logic analysis
7. AI-powered sentiment analysis
8. Social media channels (FB and Tweeter)
9. Sentiment analytics
10. Dashboard reports
11. Feeds search capability and sentiment analysis
12. AI-powered automated Brand Defender
13. GeoIP mapping
14. Anti-fraud metrics



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Retweets

AUTOMATED BENCHMARK PERFORMANCE ALERTS



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Quotes

1. Emails (built in) and SMS (integration)
2. 24, 48, 72 – hour Performance Benchmark Alert (First Engagement)
3. 24 – hour Performance Benchmark Alert (Escalation)

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EXTERNAL SERVICES PERFORMANCE MONITORING



0.532

Average sentiment

1. SMTP relay servers continues monitoring with fail-over capability
2. SMS Gateway continues monitoring



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Replies

CUSTOMER SURVEYS AND OPINION POLLS

1. Feedback engagement exit survey
2. Deploy customer surveys
3. Engagement and Analytics

“Research shows that companies that utilize a comprehensive approach for integrating customer analytics strategy into their business model enjoy an almost 10X greater year-over-year increase in annual company revenue.”



FEEDBACK MEDIATION

- Reply directly to customers from FM center
- Have private internal discussions
- Keep conversations tied to feedback
- Increase productivity with Rapid Response Templates
- Forward feedbacks to designated resolvers supervisors
- Automated escalated mediation to supervisors
- Review engagement exit scores



REAL-TIME MONITORING

- QoS standard assurance
- Real-time benchmark monitoring
- Real-time performance alerts
- Adaptive process logic
- Technology adverse effect prevention
- Service engagement exist surveys



FRAUD PREVENTION

- Active data harvesting
- AI-powered behavioral analysis
- Fraud detection
- Bot detection
- Adaptive fraud metrics
- NPS manipulation prevention



ADVANCED ANALYTICS

- Predictive logic
- Trend formation and analysis
- Market analysis
- Customer satisfaction active metrics
- Brand loyalty predictive analysis
- Individual Performance KPIs

www.aznresearch.com

