## Easily-Stored Textual Data Generating from Digital Channels Enables:



#### **Better Understand Customers**

By mining customer-agent conversations for insights that can't be captured in stores.



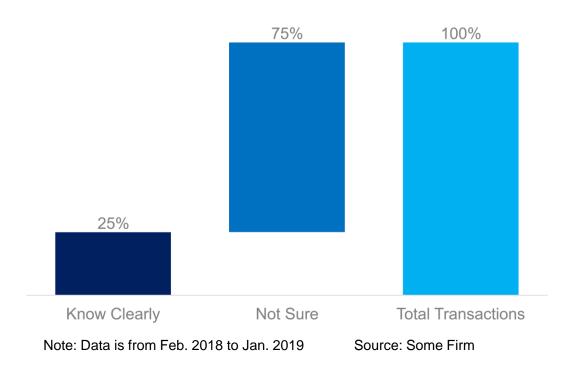




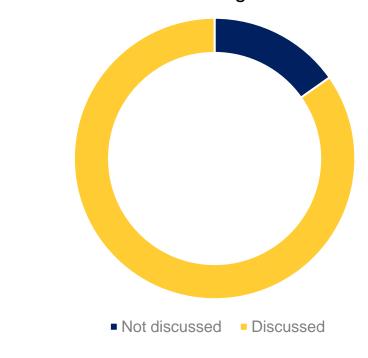
Reasons behind customer choices

# A significant fraction of customers change their minds during web chat.

75% customers changed their minds during their web chat journey



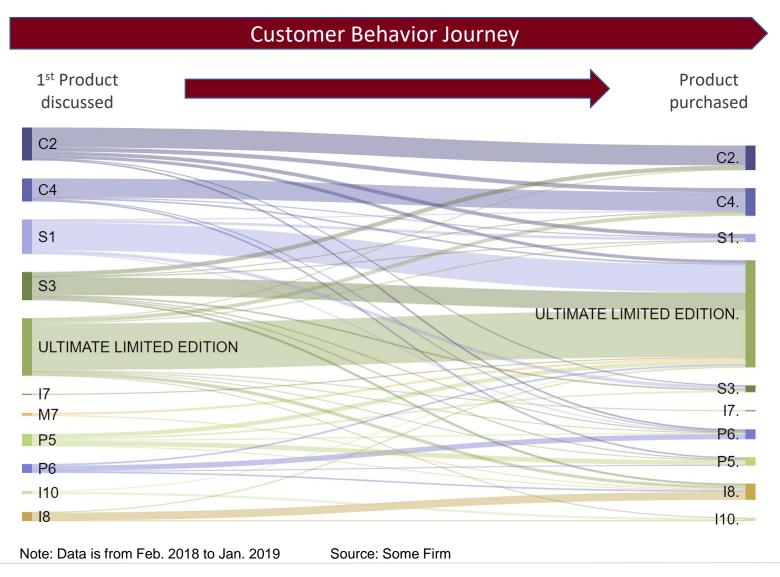
15% of customers purchased the products they did not discussed about with agents



Note: Data is from Feb. 2018 to Jan. 2019 Source

Source: Some Firm

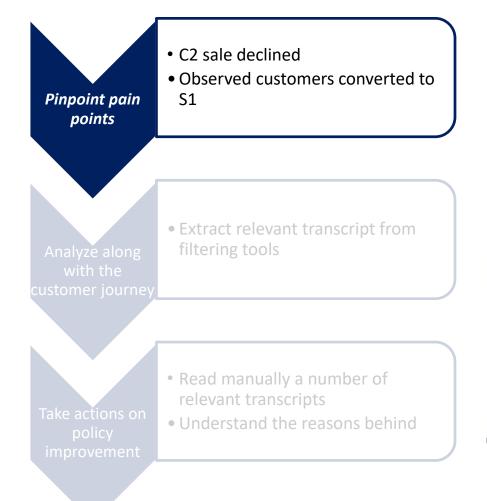
# Customer behavior journeys identify up-selling and down-selling patterns.



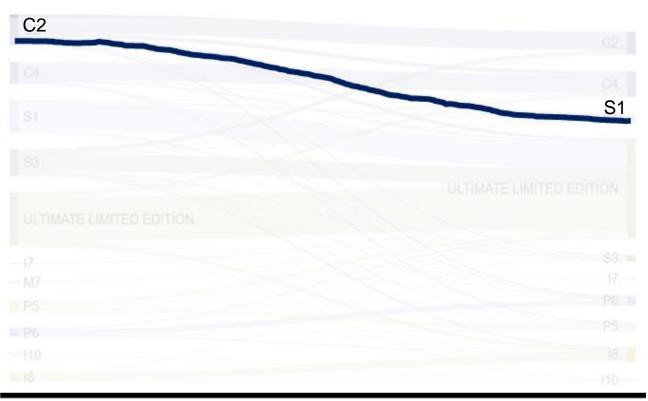
## The tailored data science app helps investigate by reducing the scale of the data



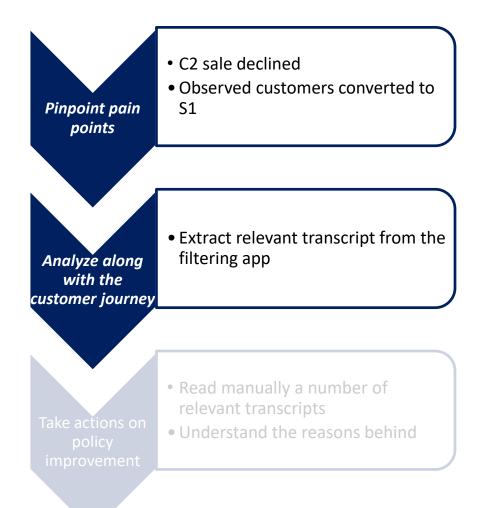
## A Case in Point: Why Did We Down-sell C2 Product?

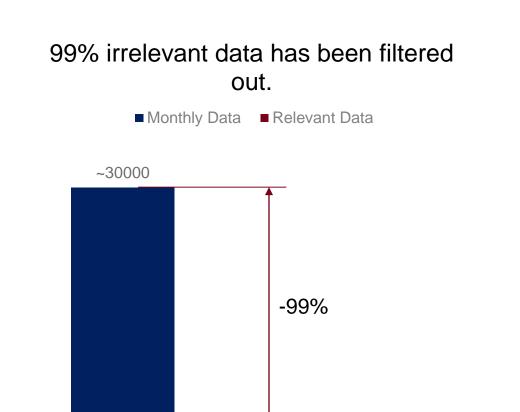


#### A Specific Customer Journey of Interest



### A Case in Point: Why Did We Down-sell C2 Product?





Monthly Data

134

Relevant Data

### A Case in Point: Why Did We Down-sell C2 Product?

Pinpoint pain points

- C2 sale declined
- Observed customers converted to \$1

Analyze along with the customer journey  Extract relevant transcript from the filtering app

Take actions on policy improvement

- Read manually a number of relevant transcripts
- Understand the reasons behind

#### 3 reasons to cause this down-selling

