

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.

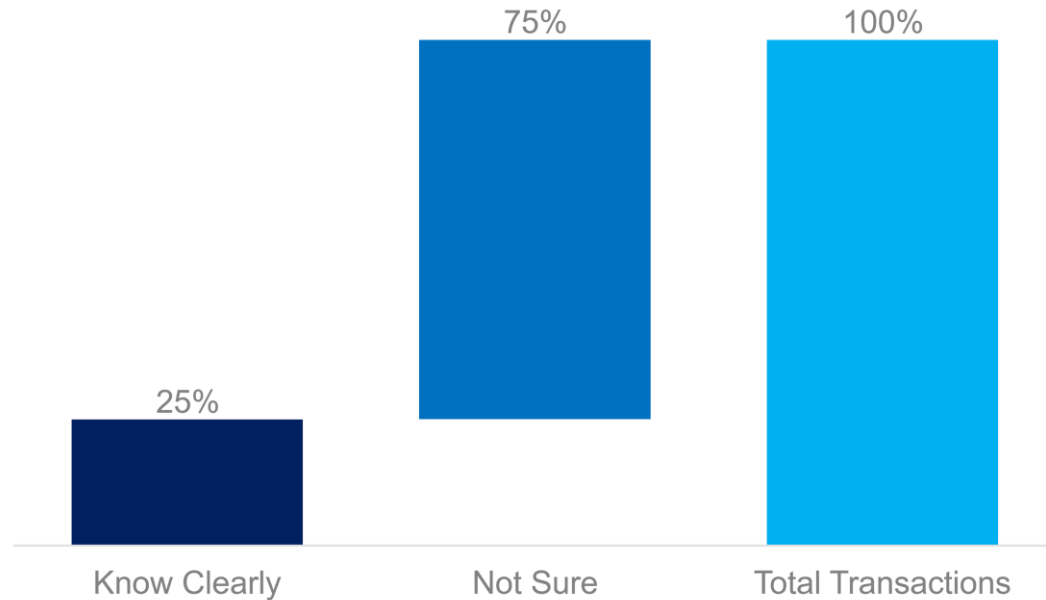


- **Reasons behind customer choices**



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

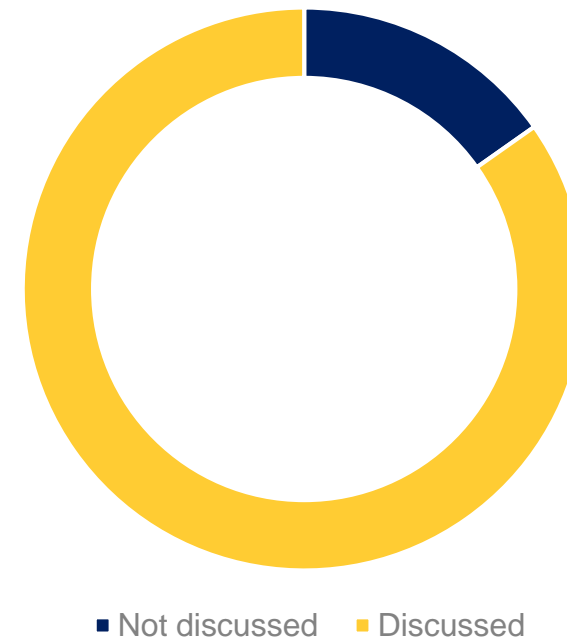
75% customers changed their minds during their web chat journey



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

Source: Some Firm

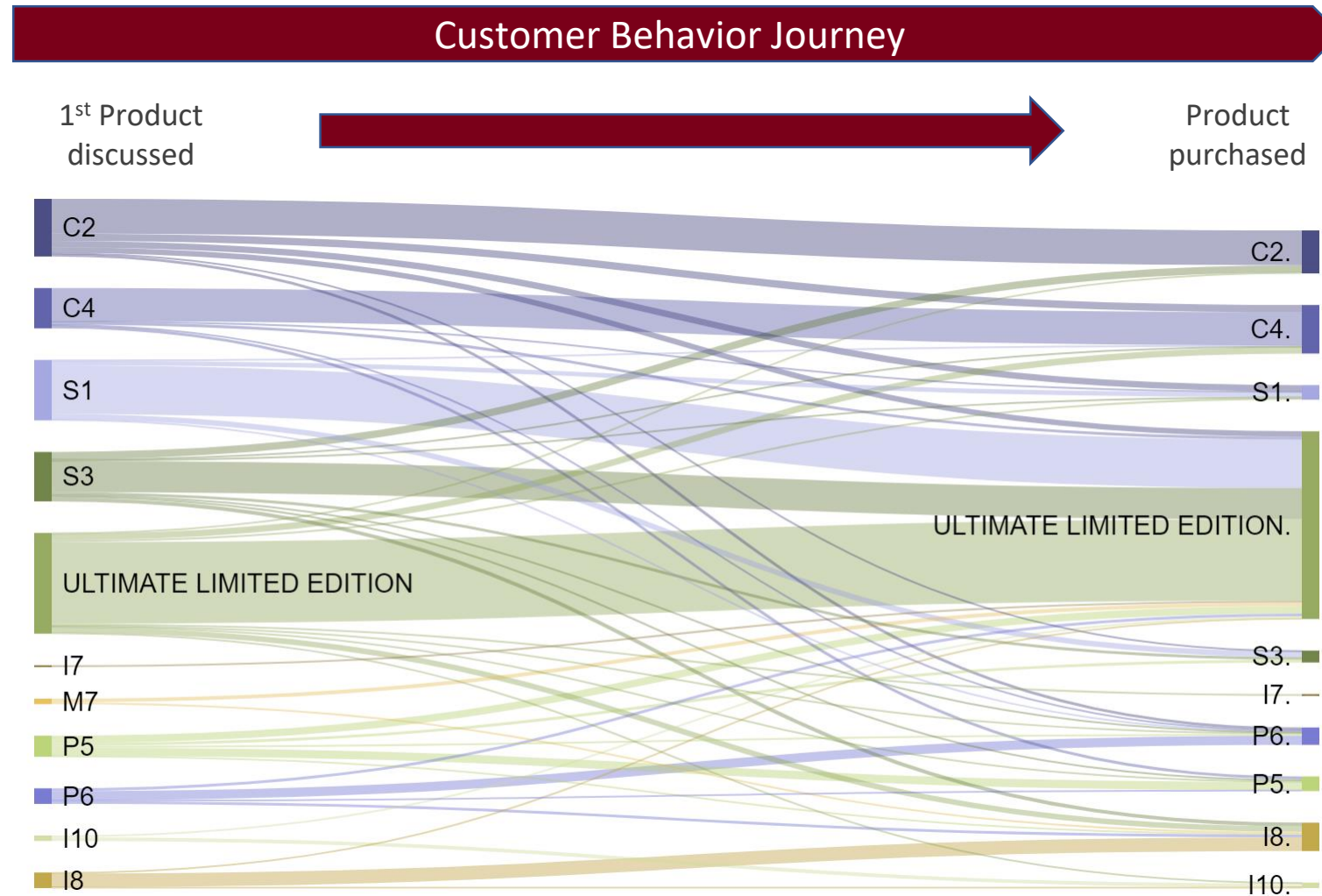
15% of customers purchased the products they did not discussed about with agents



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

Source: Some Firm

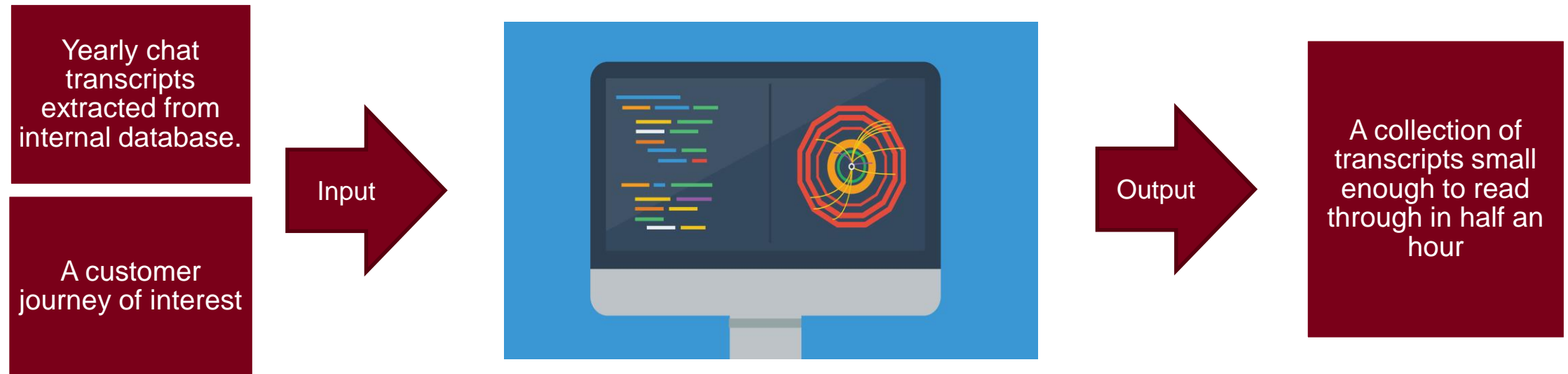
Customer behavior journeys identify up-selling and down-selling patterns.



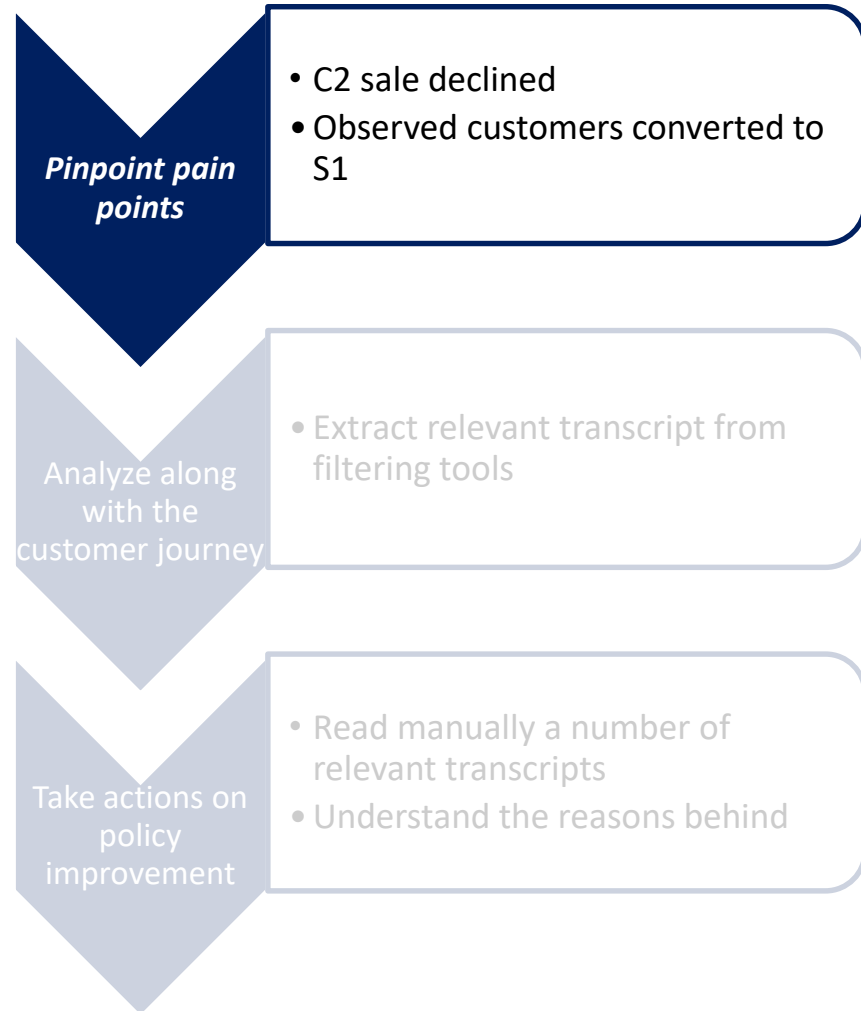
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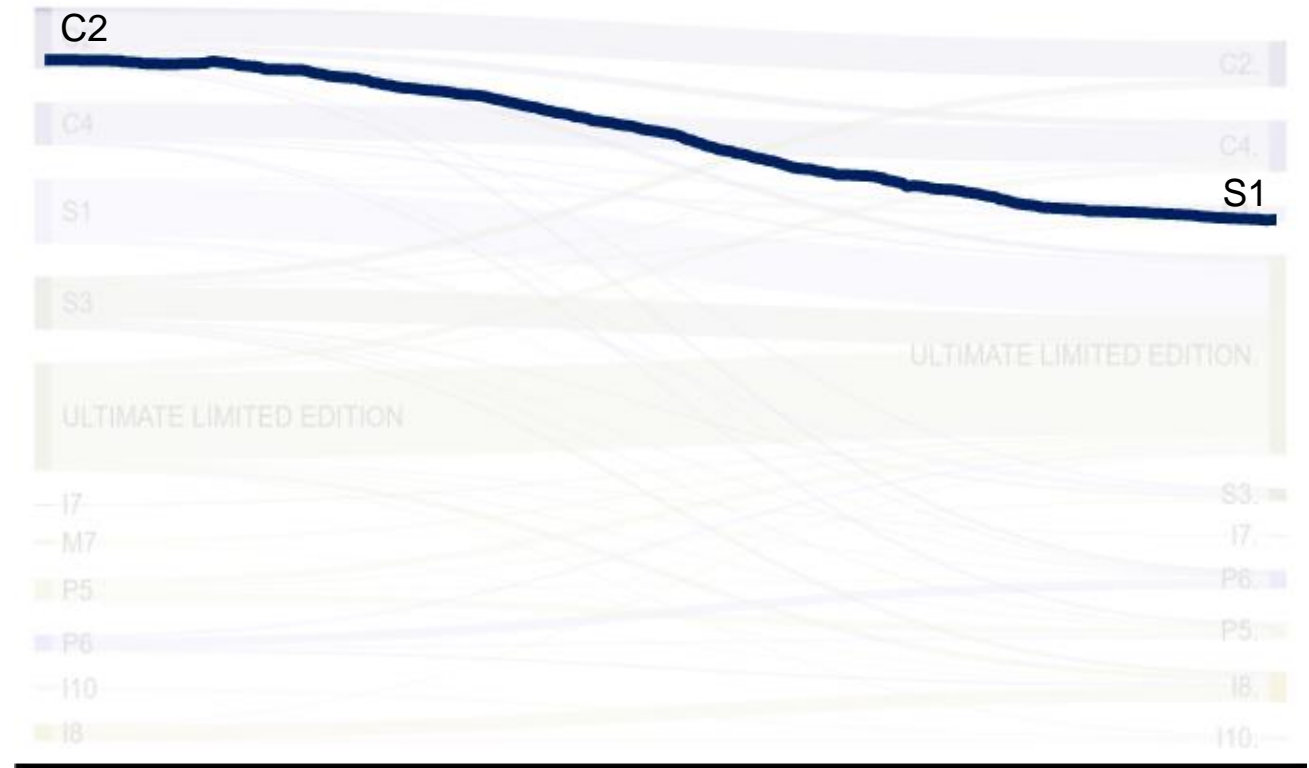
The tailored data science app helps investigate by reducing the scale of the data



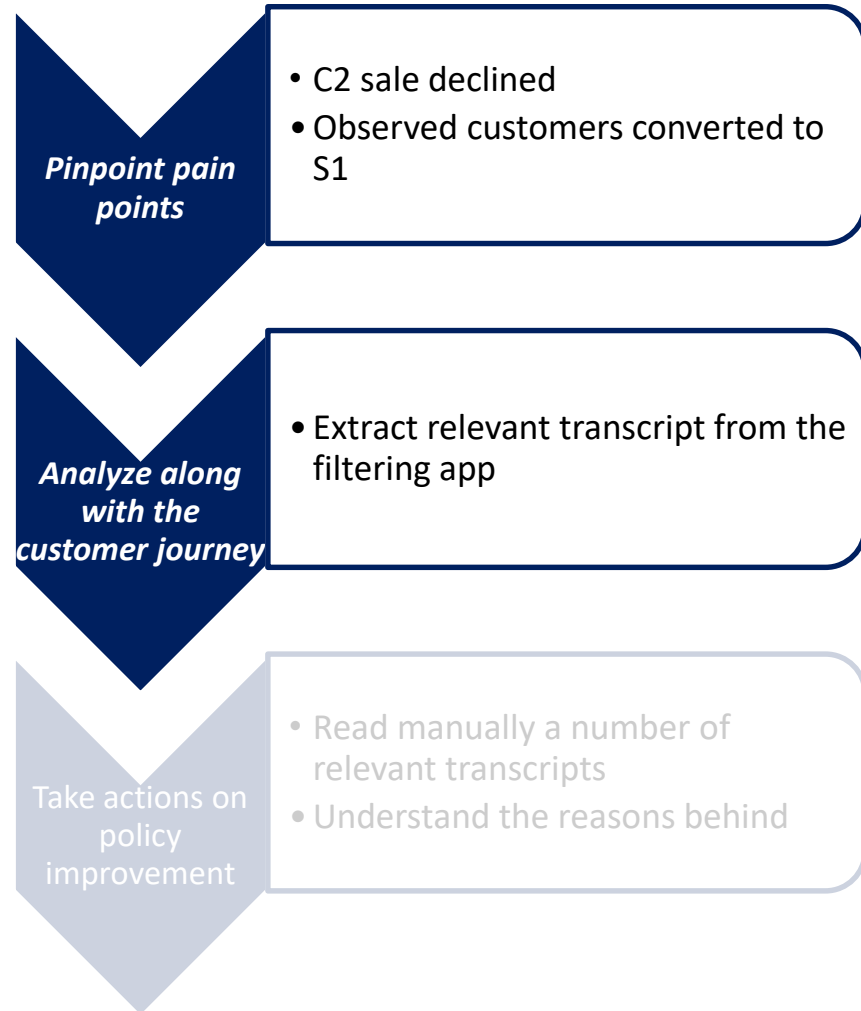
A Case in Point: Why Did We Down-sell C2 Product?



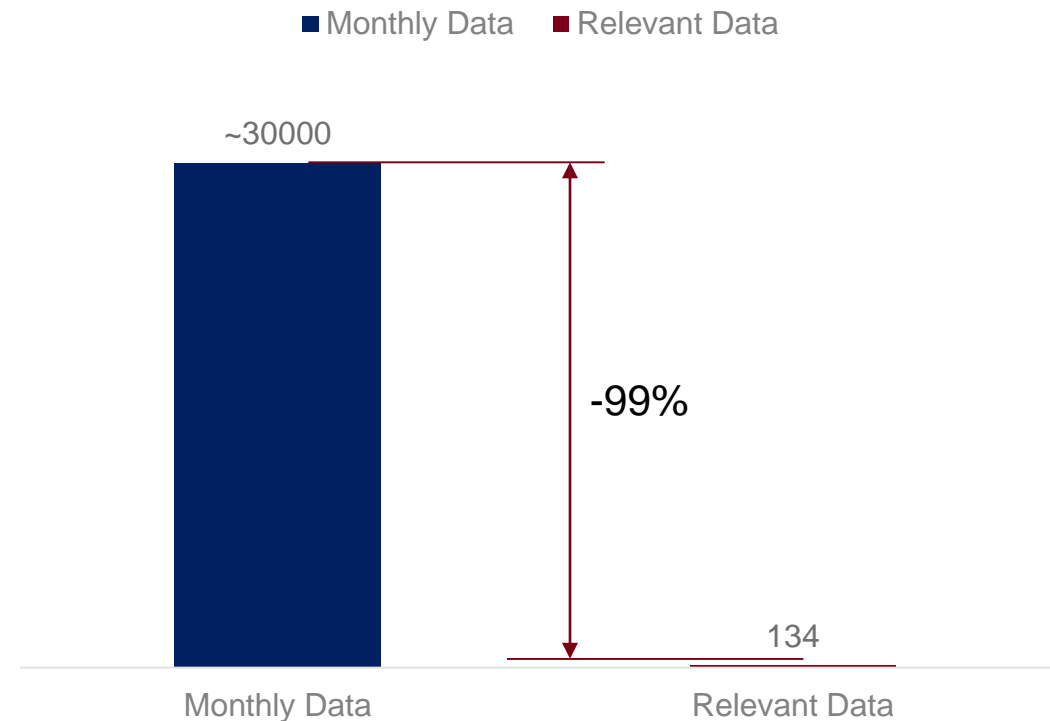
A Specific Customer Journey of Interest



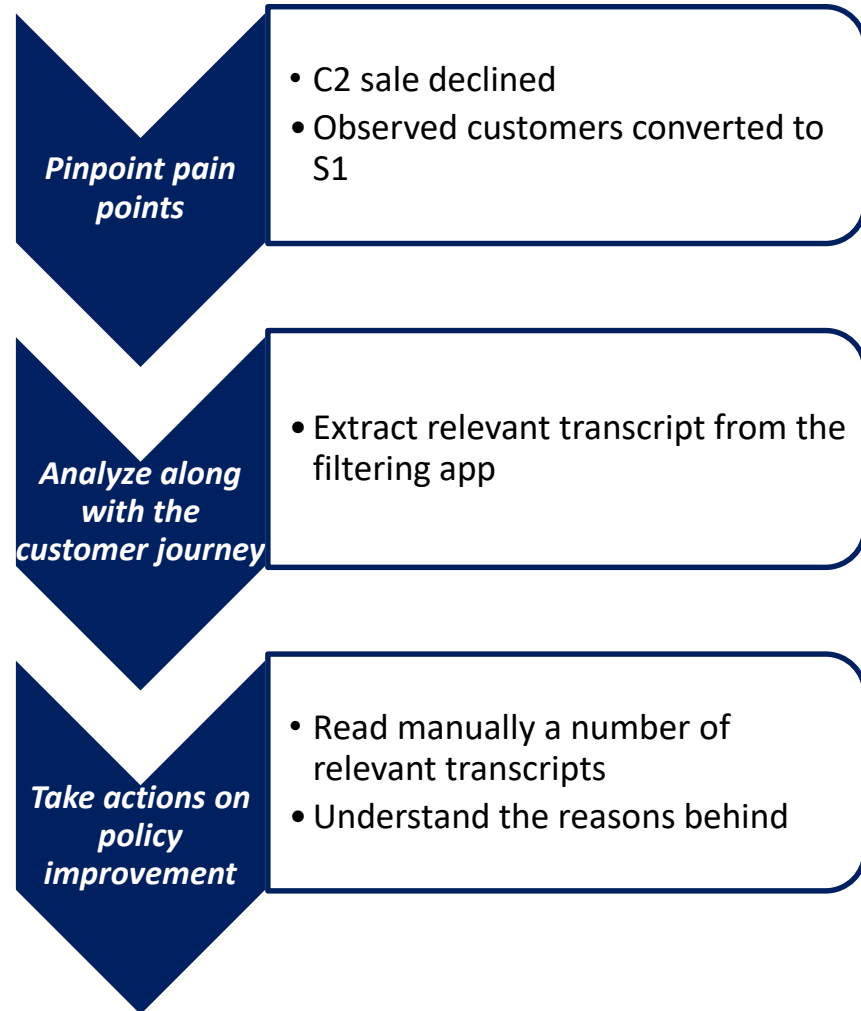
A Case in Point: Why Did We Down-sell C2 Product?



99% irrelevant data has been filtered out.



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



3 reasons to cause this down-selling

