**AI-based Recommendation Engine Helps a Global Information Services Company Increase Customer Retention by 35% and Revenue by 25%**

**Key Highlights**

35%: Improvement in customer retention through personalized recommendations.

25%: Increase in revenue driven by improved user engagement and course completion.

**About the Client**

The client is a global leader in information, software solutions, and services, catering to sectors such as healthcare, finance, law, and regulatory compliance. They are committed to empowering users with innovative tools and data-driven insights to advance their professional growth and expertise.

**Challenges**

The client aimed to develop a next-generation AI-powered portal for medical professionals to manage their Continuing Medical Education (CME) and Maintenance of Certification (MOC) requirements effectively. Key challenges included:

1. Automating user account creation, login, and password management.

2. Recommending relevant courses based on the medical professionals' specialties and interests.

3. Centralizing CME/CPD record tracking across multiple products and websites.

4. Enabling users to track earned CME/CPD hours and retrieve lost certificates effortlessly.

5. Simplifying the process of retrieving lost CME/CPD certificates.

These challenges hindered user satisfaction and engagement, limiting their ability to scale CME services.

**What We Did**

DXFactor implemented a multi-faceted approach to provide a comprehensive solution, focusing on:

1. Enterprise Web Application Development: Developed a centralized portal for seamless user management and interactions.

2. Predictive Analytics: Enabled data-driven insights to optimize course recommendations.

3. Digital Content and Asset Management (DAM): Organized and streamlined access to CME resources.

4. Machine Learning: Implemented advanced recommendation systems based on user behavior and preferences.

**Solution**

DXFactor developed an AI-powered CME portal designed to meet the client's needs and enhance user experience. Key components included:

1. User Profile and Data Capture: Captured granular data about users for precise personalization.

2. AI-Powered Recommendations: Leveraged transactional data, content metadata, and user interactions to recommend courses according to individual needs.

Offered multiple recommendation types, such as:

- Content-based recommendations

- Collaborative filtering

- Geography-based suggestions

- License-based recommendations

- Specialty and Sub-specialty-based courses

3. CME Credit Tracking and Reporting: Developed a dashboard for users to log and monitor earned CME/MOC credits. It simplified reporting with a comprehensive course completion report generator.

4. Streamlined Processes: Automated user creation, login, and password management. It centralized CME/CPD record capture from multiple sources for seamless tracking and retrieval.

**Benefits**

Enhanced User Engagement: Delivered personalized course recommendations that boosted course completion rates and customer satisfaction.

Operational Efficiency: Automated user management and credit tracking for greater efficiency.

Comprehensive Tracking: Improved visibility into CME credits and professional development progress.

Future-Ready Platform: Built a scalable and adaptive system to cater to evolving user needs.

**Results and Outcomes**

DXFactor's solution empowered the client with a transformative portal that addressed all major pain points and delivered measurable outcomes:

35% Improvement: In customer retention through AI-driven personalization.

25% Revenue Growth: Due to enhanced engagement and streamlined processes.

Encouraged by this success, the client is exploring the implementation of similar AI-driven solutions in their financial and taxation sectors.