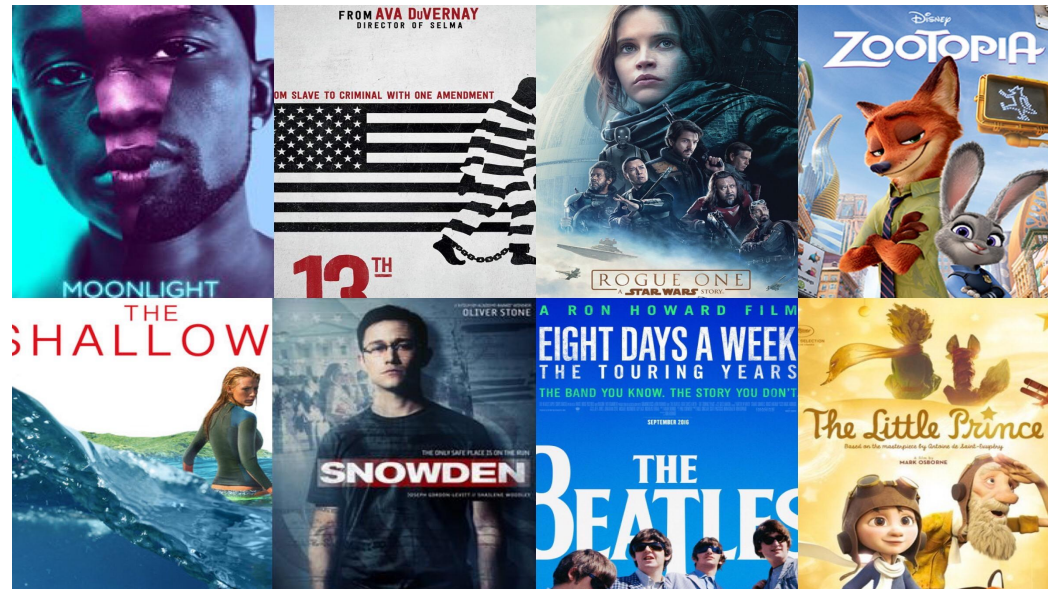


Netflux

Your Favorite Movie Recommenders



- A movie recommender business
- about 50 movie consultants
- A call center serving ~10000 people weekly
- Human have been getting it wrong
- Revenue dropped by almost half from R1 million
- Customer churn has been on the rise.
- We need help now or we die

Typical day for a Movie Consultant



The story lately...



Ideal Solution

- A web application to assist the movie consultant make the best recommendations
- Retain current customers
- Attract new customers