



Data & Analytics Specialists

DataGenie

Information • Insight • Intelligence

www.lumiq.ai

LUMIQ

Data and analytics specialists

who fast-track the transition for enterprises from **managing data to fully harnessing it and advancing the overall data maturity**

Common themes customers deploy with LUMIQ

Data Modernization

Platform modernization, EDW migrations

Governance – PII protection, data quality, lineage, catalogue, data observability

Reverse ETL/DaaS, Feature marts, AI/ML

Customer Insights

Hyper-personalization, Next Best Action

Customer Nudges, Hyper-curated journeys

Customer 360°, Customer MDM

Business Excellence

Agent Productivity

Smart ops, Fraud detection

Real time Analytics, BI Reporting & dashboards, Regulatory reporting

- 350+ PhDs, Engineers and MBAs
- Expertise across Data Science, Engineering, DevOps and MLOps
- 40+ large enterprise customers
- Ready to deploy where you are
- Data Expertise, Products & accelerators, Methodology & Data Models
- Expertise on emerging techs – GenAI, Customer DNA, and more..
- Offices in Delhi NCR, Pune, Mumbai, Chennai, Singapore and US

What Your Customer Wants



**“Know me
Better”**

→ **32%**

of customers expect companies to adapt to their changing needs and preferences



**“Help me
Faster”**

→ **93%**

of customers are likely to make repeat purchases with companies that offer excellent customer service



**“Wow me
Everywhere”**

→ **63%**

of people expect brands to deliver consistent experience every time they interact with a brand

What blocks the way



68%

of organizations are unable
to realize tangible and
measurable value from
data



76%

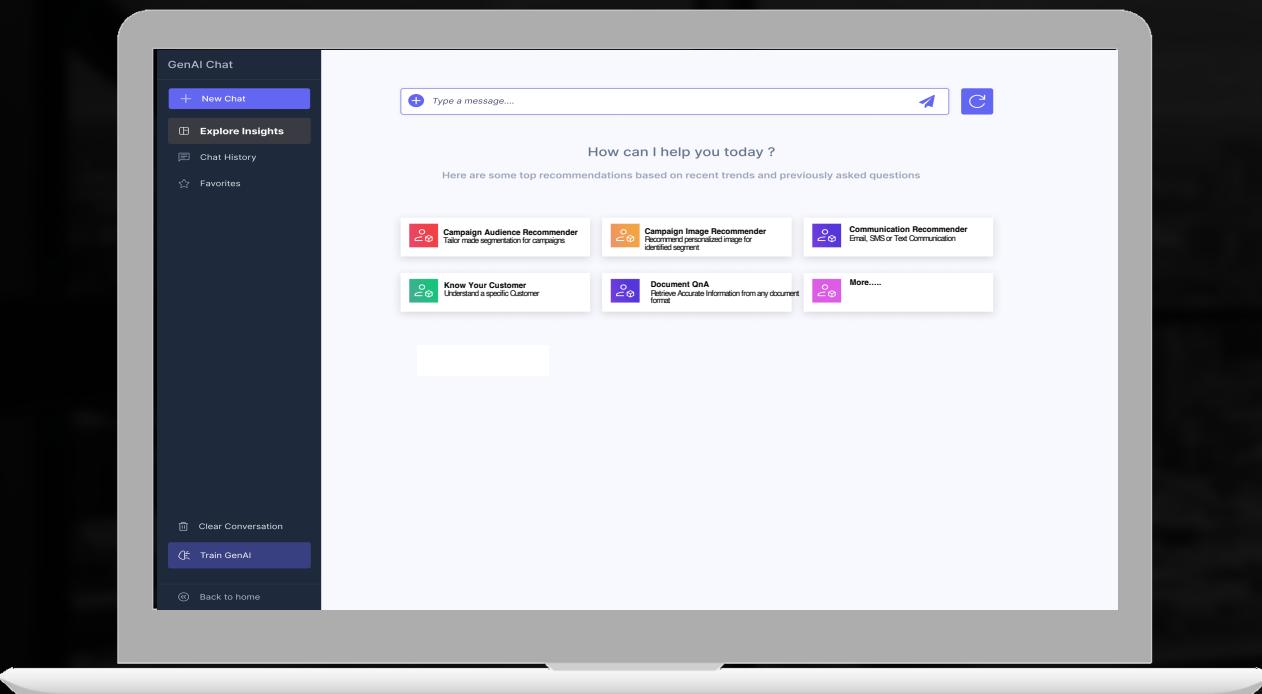
Leaders say that their
organizations cannot find
and use data to make
decisions

Challenges

with the current ecosystem
of Customer Engagement
and Personalization

- **Extreme Data Proliferation**
Micro solutions for micro problems and data collection across customer touch points creates a data management problem
- **Siloed Data**
Difficult to organise and gather data - which hinders effective integration and utilization
- **Non-business friendly tools**
Which leads to heavy reliance on technical team
- **Lack of Personalization Strategy**
Which makes interactions feel mechanical and irrelevant

Introducing **DataGenie**



Use Case – Campaign

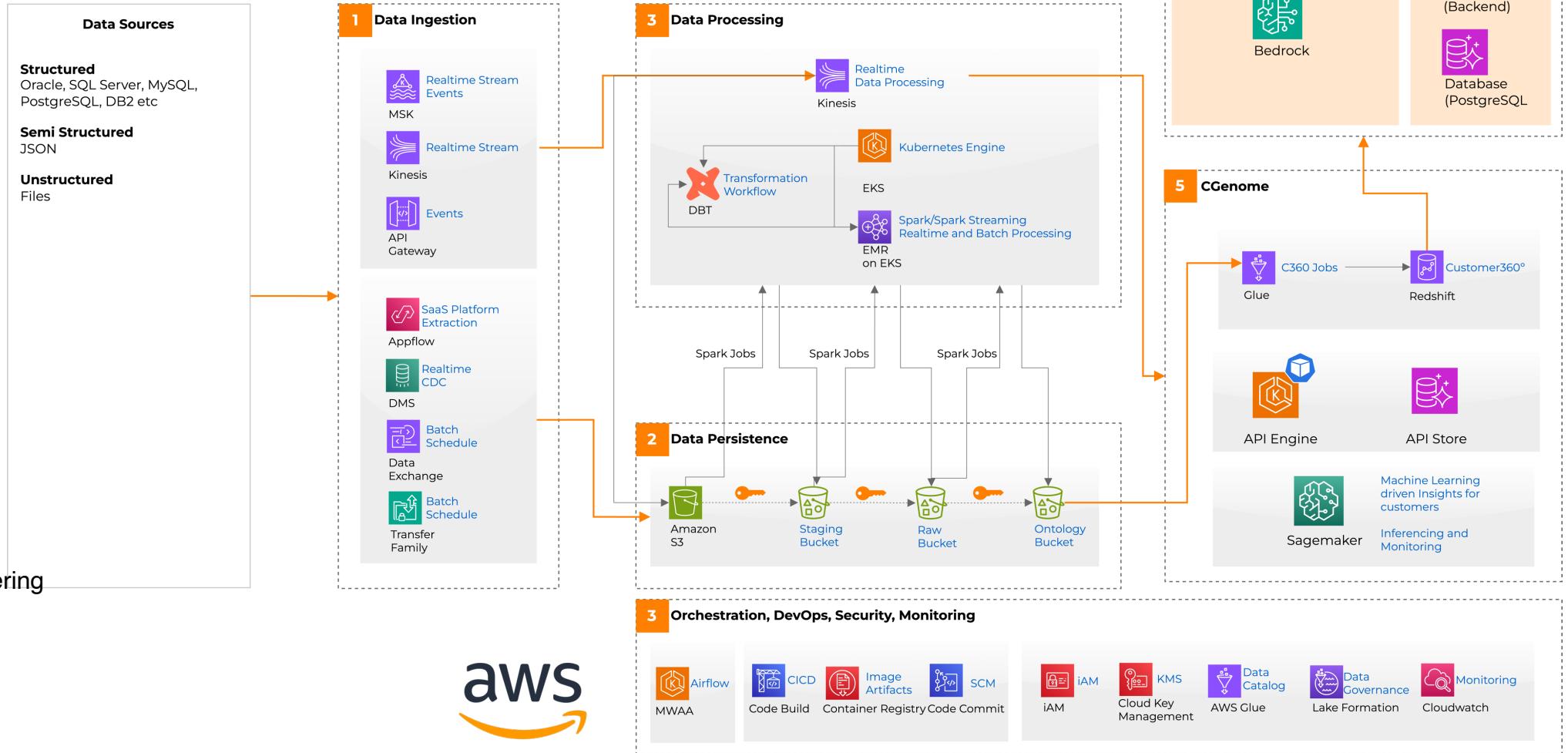
- Explore customer base and create on demand customer segments
- Generate Marketing Content (Text/Images) personalized to customer attributes
- Retrieve customer information for engagement strategy

DEMO

Architecture - AWS Powered

Leveraging Bedrock

- Titan Large, Claude 2 (Text – data retrieval and communication generation)
- Stable Diffusion (Image Generation for campaigns)



DATAGENIE

ONE SOLUTION, ENDLESS POSSIBILITIES



Collection 360



Partner 360



Agent 360



Distributor 360

Document
Summarization

Q&A

Customized Pitch
Generation

And much more...



Financial
Services



Healthcare



Retail



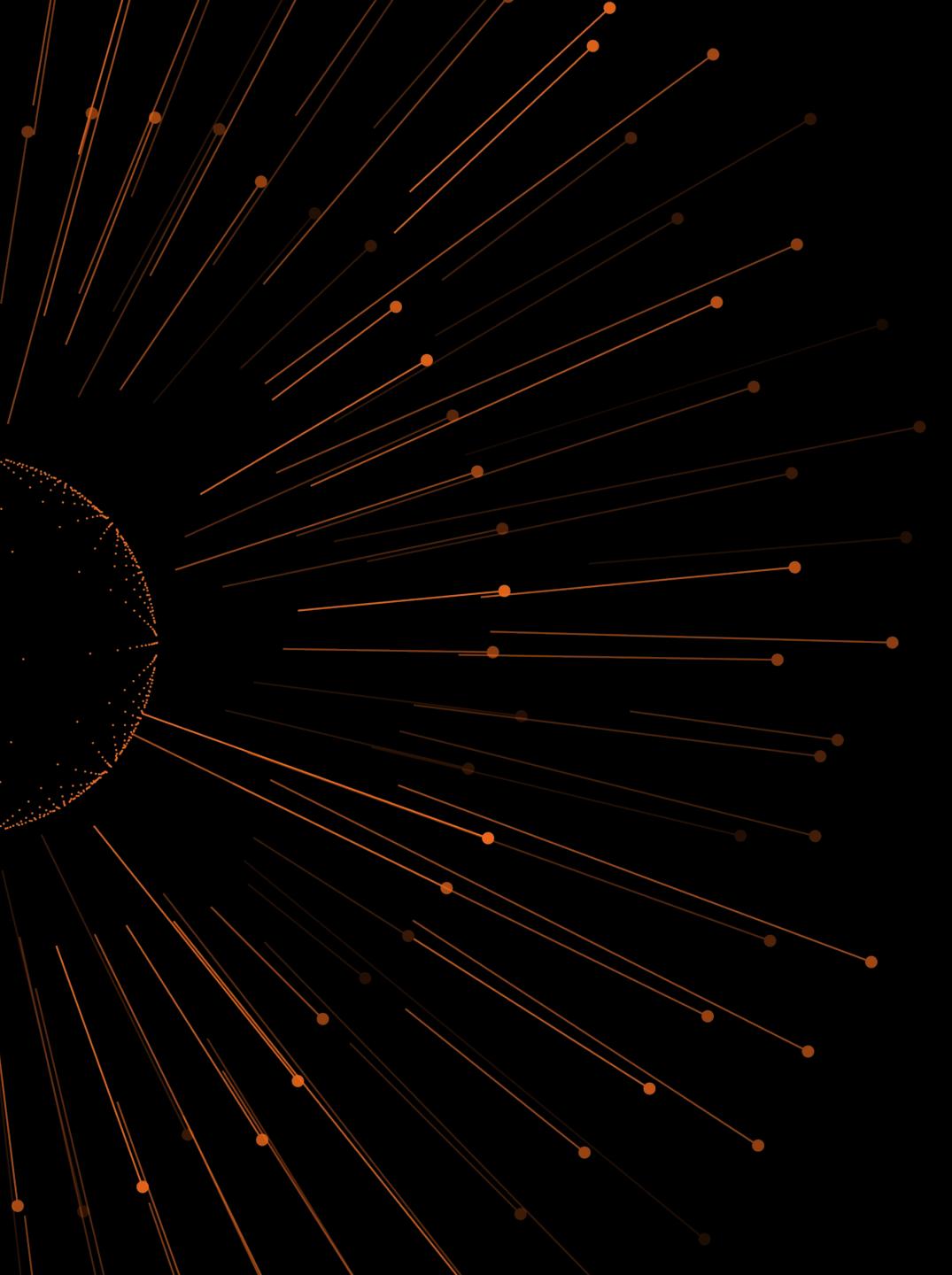
Telecom



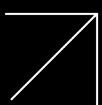
Hospitality &
Tourism



e-Commerce



Thank you



For more information, write to sales@lumiq.ai
www.lumiq.ai