

HYPER PERSONALIZED CUSTOMER ENGAGEMENT

ENABLER FOR YOUR
DIGITAL PRODUCT OR SERVICE



 Datsy



Customer Engagement in the **NEO DIGITAL** world

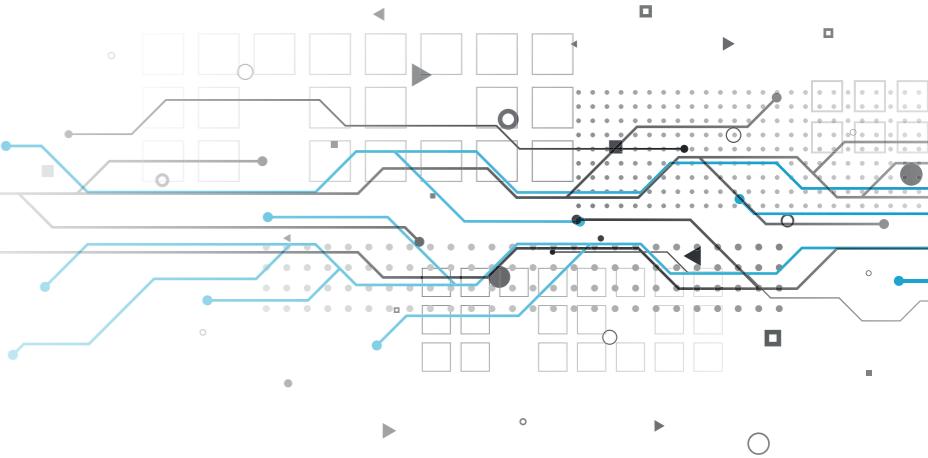
In today's neo digital world, customer engagement is becoming the prima factor for any digital business or product to strive and thrive. Engaged customers visit, spend more and recommend your business more frequently. That engagement directly translates into bottom line revenue.

76% of customers feel that receiving personalized discount offers based on their purchase history is important, and 80% of consumers indicated they are more likely to do business with a company if it offers personalized experiences.

Each customer touchpoint is an opportunity for more business. Having said that, the need for hyper-personalized experience at every stage of your business is amplified.

Simply put, engaged customers are extremely valuable.

Source: Internet



Need of the hour

For starters, few critical questions to be answered are:

- ✓ Is your product discovery experience personalized?
- ✓ Does your platform provide hyper-personalized recommendations during the shopping process?
- ✓ Does your platform provide automated suggestions on bundled products and offers?
- ✓ Is your personalized sales strategy fully automated?

Solution Challenges

While AI enabling of your digital business helps you understand and service your customer better, it also presents few critical challenges

- ✓ AI based systems are time, effort, skillset and cost intensive to implement
- ✓ Entry and exit barriers are high in-terms of infrastructure, man-power and maintenance
- ✓ Total cost of ownership is high
- ✓ Diverts focus from your core business

AI POWERED Datsy / Suggest

Thales data learning Pvt Ltd meets the market under the brand "Datsy" with a suite of products providing AI as a service for the B2B segment. "Datsy" product suite encompasses AI mechanisms customized to specific use cases and provided on a subscription model.

"Datsy" suite is provided as an end-to-end managed service including infrastructure customizations, and hosting, where the consuming business is charged on a pay-per-use model. This drastically reduces the overheads involved in implementing intelligence infrastructure behind any digital product or service.

Our flagship product "Datsy/suggest" enables digital products/services with hyper-personalized suggestions to their end consumers. "Datsy/Suggest" when integrated with any digital product or service, learns each consumer's unique behavior pattern and draws out hyper-personalized suggestions. Our target is to drive customer engagement and higher sales conversions through hyper-personalization.

Features

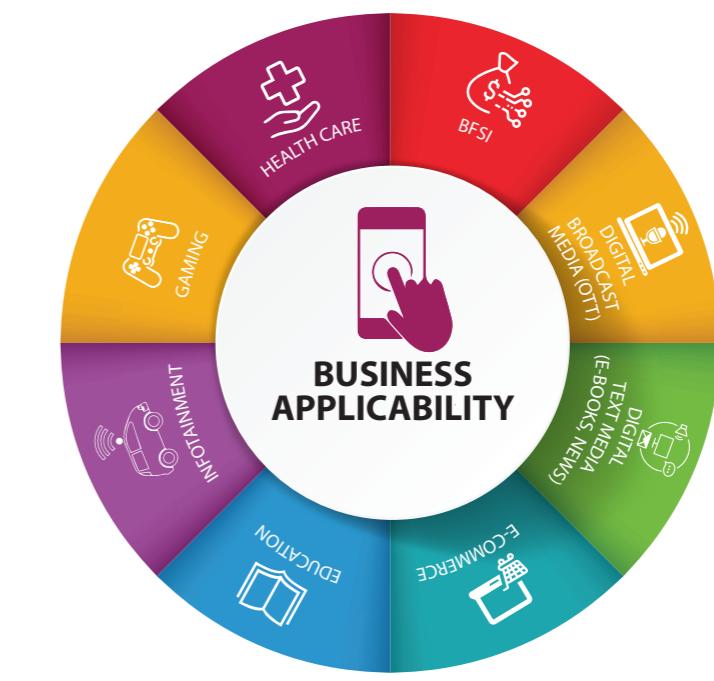
- Hyper-personalized recommendations
- AI powered learning
- Context & geo-spatial aware
- Plug and play API based solution
- Dimensioning of output enabled
- Tech and domain agnostic solution
- Managed service / Pay-per-use

Benefits

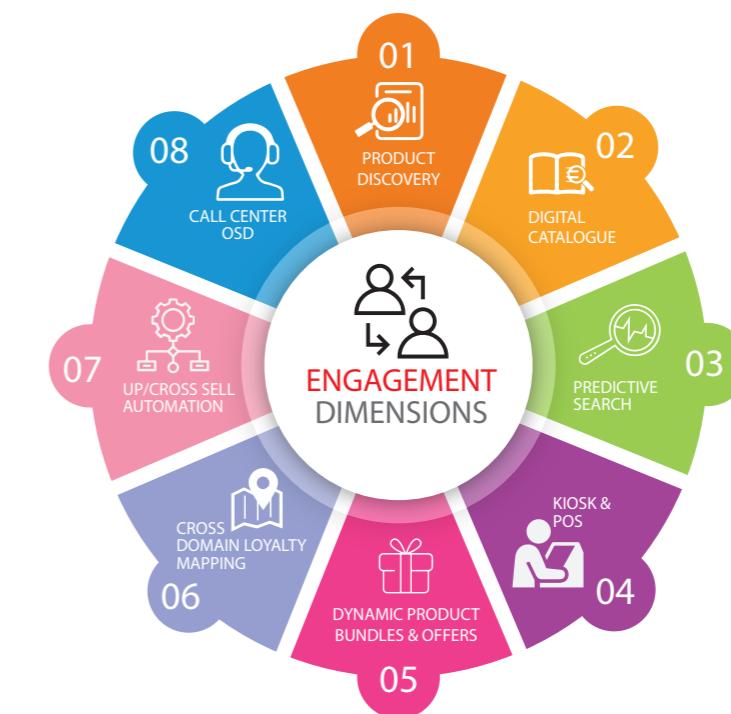
- Enhanced consumer experience
- Increase in user engagement
- Increase in revenue per customer
- Cross domain applicability
- Near-Zero CAPEX
- OPEX aligned to revenue channels
- Low entry and exit barriers
- Low total cost of ownership



Business verticals



Engagement dimensions



Implementation Flow



Pricing and support

STANDARD	BUSINESS	PREMIUM	ULTIMATE
\$ 199 pm	\$ 599 pm	\$ 799 pm	\$ 999 pm
100,000 suggestions / month	500,000 suggestions / month	1,000,000 suggestions / month	2,000,000 suggestions / month
100 GB data (Max)	300 GB data (Max)	500 GB data (Max)	600 GB data (Max)
On-demand support	24 X 7 support	24 X 7 support	24 X 7 support
Email only	Email & phone	Email & phone	Email & phone
Availability guarantee: 99.99%	Availability guarantee: 99.99%	Availability guarantee: 99.999%	Availability guarantee: 99.9999%
Free upgrades to other plans	Free upgrades to other plans	Free upgrades to other plans	Free upgrades to other plans
		Basic support for data cleansing	Support for data customizations
		Support for minor changes	Dedicated account manager
			Support business drivers for improvement

The critical evaluation checklist

Before you finalize on a recommendation engine of your choice, following are the critical parameters that you should consider.

Critical evaluation checklist	Datsy	Other providers
Business outcomes		
Increase user engagement	✓	
Increase conversions	✓	
Increases customer retention	✓	
Supports cross domain loyalty mapping	✓	
Increase in Wallet share	✓	
Domain & Technology mapping		
AI powered solution	✓	
Domain agnostic	✓	
Technology agnostic	✓	
Recommendation Parameters		
Content based algorithm enabled	✓	
Collaboration based algorithm enabled	✓	
Hybrid algorithm enabled	✓	
Recommendation Parameters (Contd...)		
Real time recommendations	✓	
Business data adaptable	✓	
Public data capable	✓	
Configurable weightage for business indicators	✓	

Critical evaluation checklist	Datsy	Other providers
User context aware	✓	
Geo spatial aware	✓	
Segmentation support	✓	
Cross domain data handling capability	✓	
Blacklisting / whitelisting support	✓	
Products bundling recommendation support	✓	
Output dimensioning (Filtering) enabled	✓	
Implementation overheads mitigation		
Cloud enabled SaaS solution	✓	
Try and buy option	✓	
Ease of integration (API based)	✓	
Plug and Play solution	✓	
Off shelf solution available	✓	
Customization support	✓	
Base data cleansing and onboarding support	✓	
Near-Zero CAPEX	✓	
Usage based OPEX (Pay-per-use)	✓	
End to end managed service	✓	
Low entry and exit barrier	✓	
24X7 post production support	✓	
Real time service monitoring	✓	
✓ Off the shelf capability		
✓ Available as part of customization		

THALES DATA LEARNING PVT LTD

Product / Platform

AI powered, hyper-personalized
recommendation engine as a service

Professional services

AI & ML consulting

Data science consulting

Custom development



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