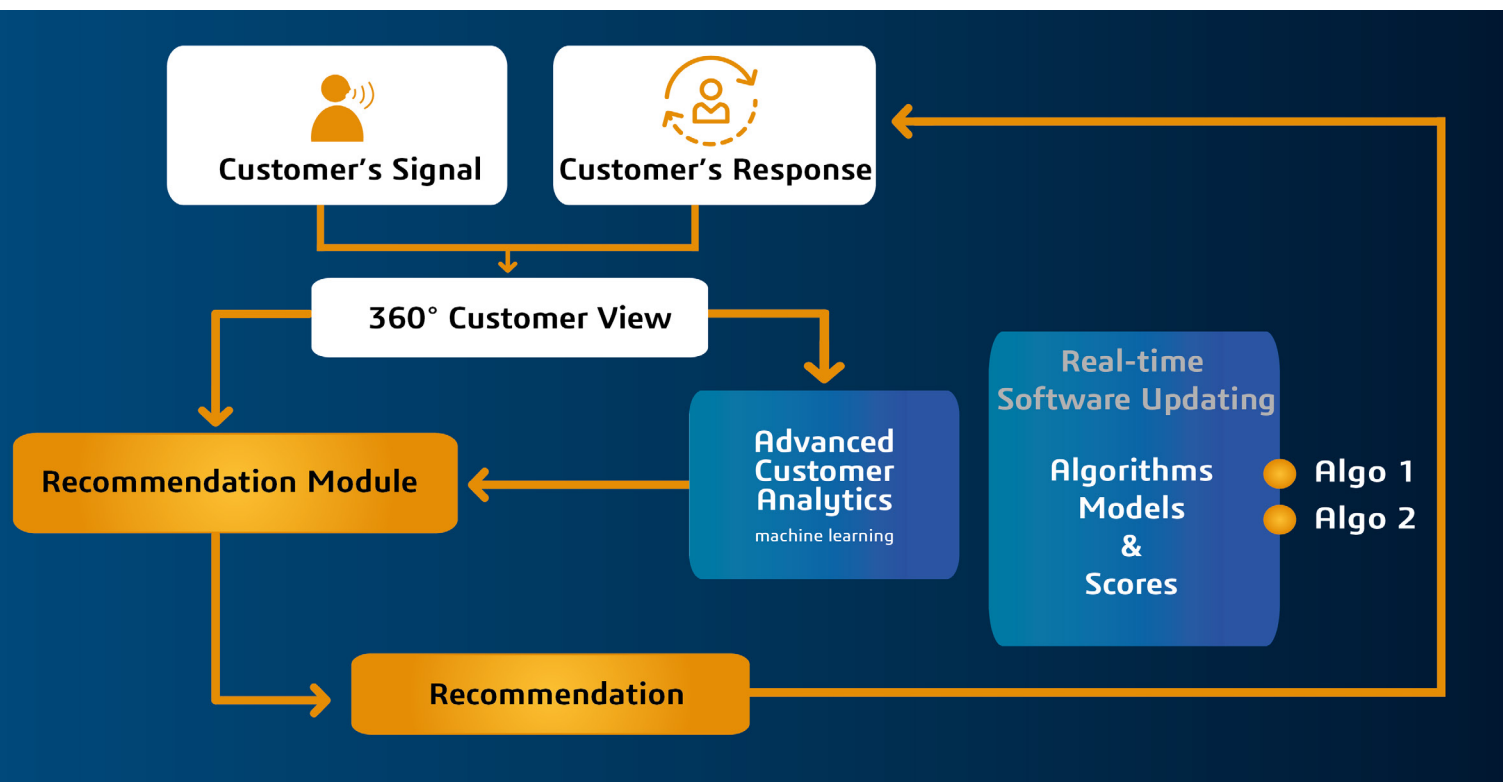# EXALEAD ONECALL
ADVANCED CUSTOMER ANALYTICS

The algorithmic analysis provision into EXALEAD OneCall solution: Intensification of recommendations thanks to previsions from the Advanced Customer Analytics.

SUMMARY

EXALEAD OneCall provides your contact center and frontline sales agents with a comprehensive, 360° view of your customers and brings together the tools they need to tailor sales recommendations and leverage internal collaboration. With access to the right data, your agents can answer daily queries faster and provide the most accurate information. Interacting effectively with your customers increases their overall satisfaction, and greater customer engagement leads to increased sales.
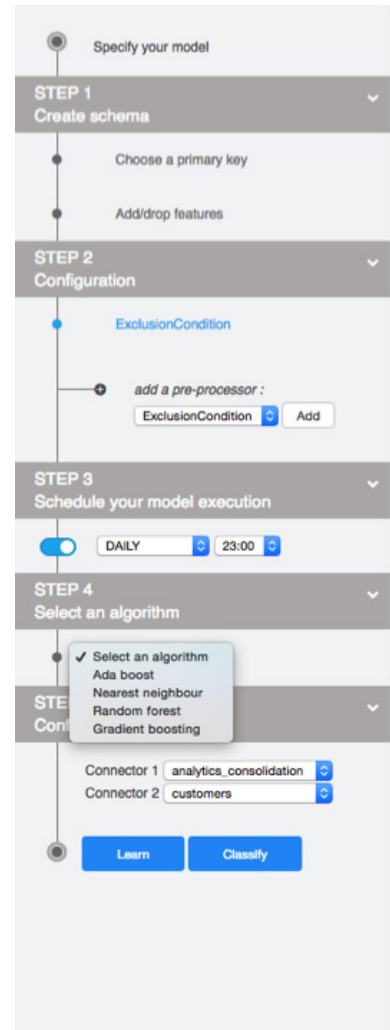
Learn from data to anticipate customers' needs, to identify behaviors and then propose new offers or prevent attrition. These actions are now manageable automatically via the EXALEAD OneCall Advanced Customer Analytics module (ACA).

ACA creates dand updates algorithmic models, thus calculating a customer score. Its powerful algorithms function simultaneously and daily. The module can then easily incorporate market evolutions and the events encountered on the customer journey in order to be tagged in the 360° customer view. The data created are used in the recommendation module.

A PREDICTIVE OPERATIONAL ANALYSIS

1. EXALEAD OneCall integrates heterogeneous enterprise data in a 360° customer view

2. The ACA* first selects a sample of customers representative of a particular behavior (churn, option modification)

3. These use cases enable the algorithmic models to be shaped for the brand

4. The module then treats the data with preprocessors that "clean" it and make prediction efficient

5. Next, frequency of treatment and algorithm types are specified

6. The module launches at predefined intervals, learning sequences of models and customers scores on searched standards, such as profile type for a new offer and attrition. It then rates each client.

7. Each 360° provides its own standards, enforcing the "business recommender" results
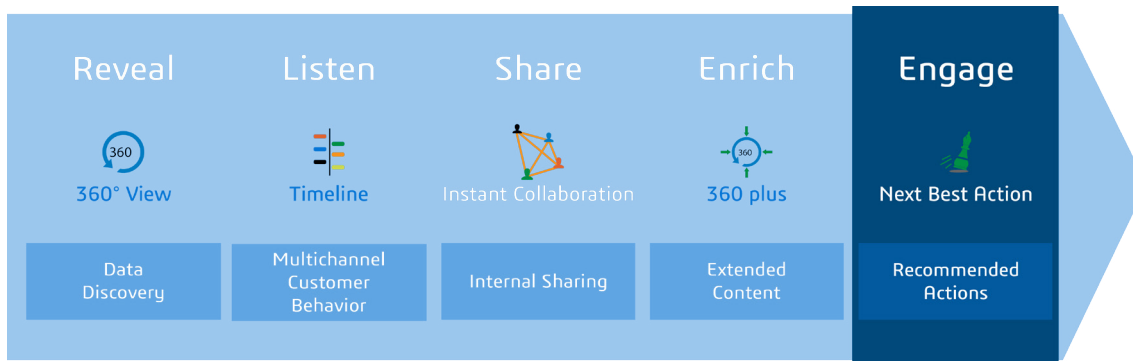
For the moment, a study to define the algorithm is required, then integrated into the ACA

BENEFITS FOR THE BRAND AND ITS CUSTOMERS

- Improve your knowledge of customers by analyzing their behaviors in realtime

- Enforce personalized customer experience thanks to enriched recommendation by the ACA forecast

- Optimize customer experience by anticipating needs

- Improve responsiveness via analysis of customers signals

- Lower costs by decreasing resolution time of customer requests and increasing agent efficiency

Algorithm management into the
Advanced Customer Analytics

Reveal	Listen	Share	Enrich	Engage
360° View	Timeline	Instant Collaboration	360 plus	Next Best Action
Data Discovery	Multichannel Customer Behavior	Internal Sharing	Extended Content	Recommended Actions

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