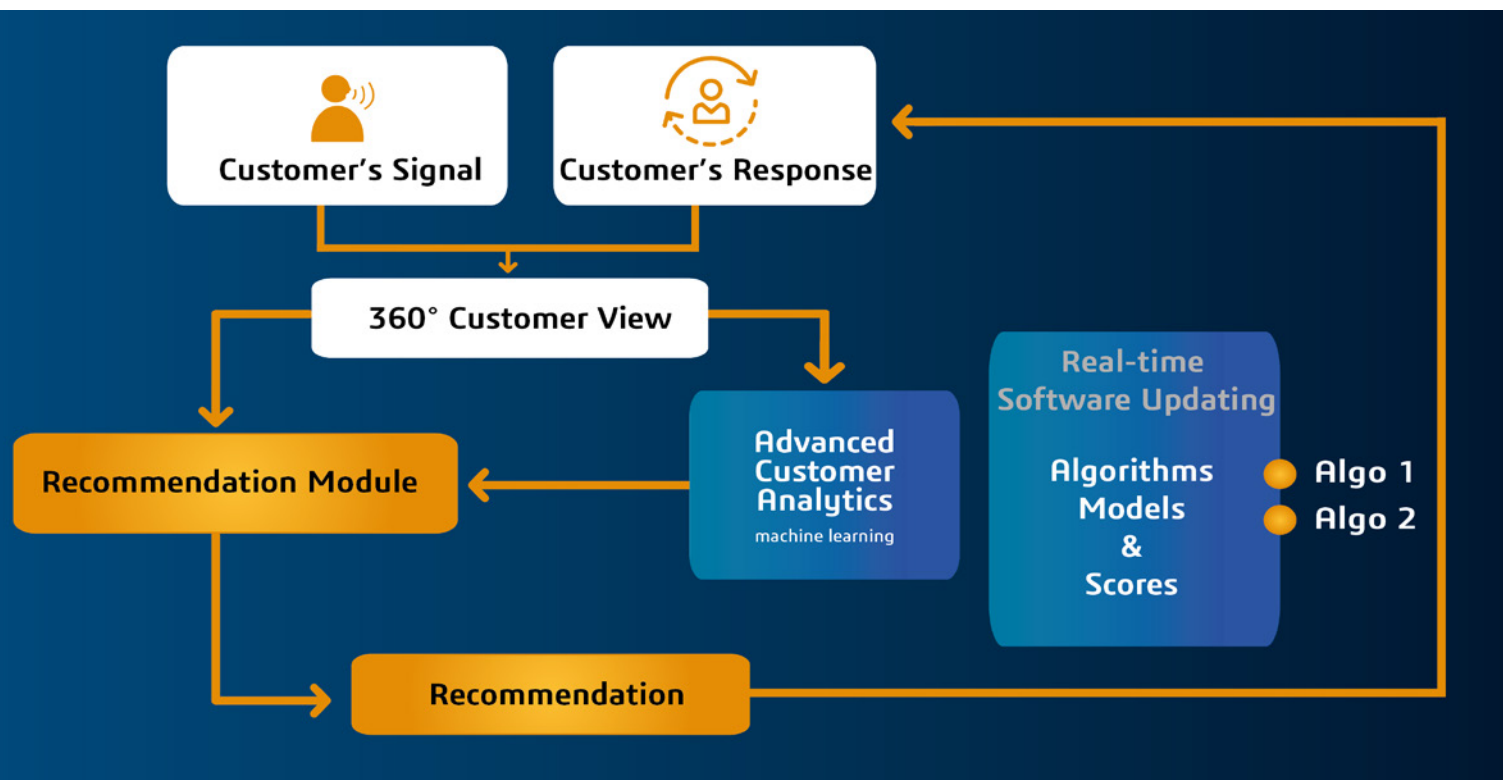


EXALEAD ONECALL

ONECALL INSIGHTS



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

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.

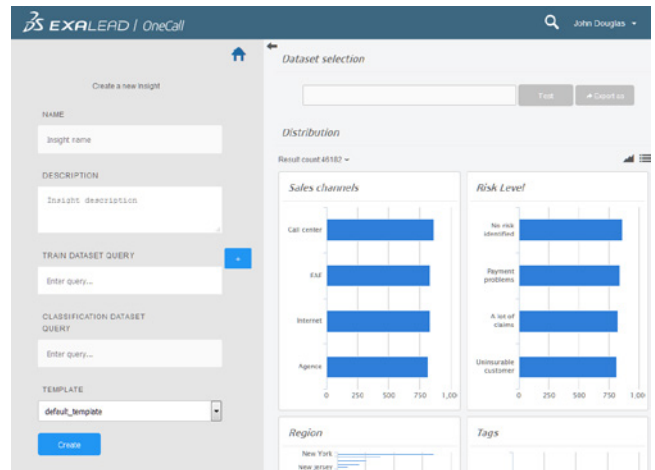
Learn from data to anticipate customers' needs, to identify behaviors and then propose new offers or prevent attrition. These actions are now manageable automatically via the EXALEAD OneCall Insights module.

OneCall Insights creates and 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.

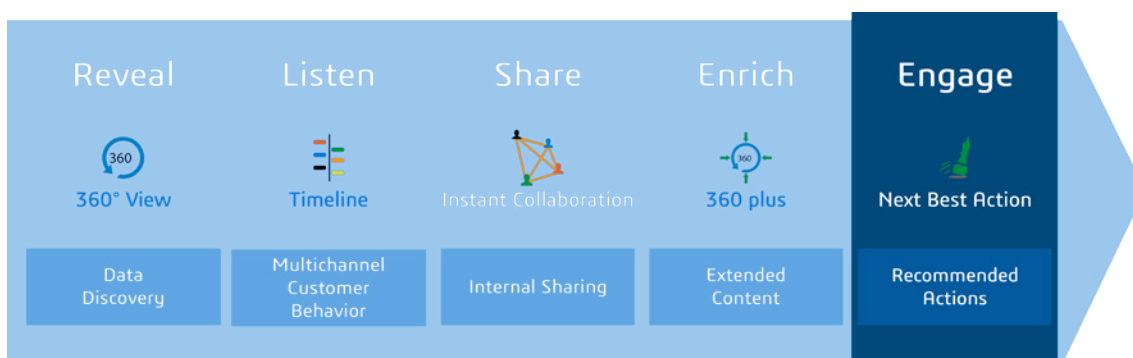
A PREDICTIVE OPERATIONAL ANALYSIS

1. EXALEAD OneCall integrates heterogeneous enterprise data in a 360° customer view
2. The OneCall Insights* lets the user select easily a sample of customers representative of a particular behavior (churn, option modification)
3. These cases are used to train company-specific algorithmic models
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 learning sequences of models and customer scores on searched standards, such as profile type for a new offer and attrition; it then rates each client
7. The frequency of the learning and scores is chosen for the most relevant and up-to-date result
8. Once available in OneCall, these scores can be used to:
 - develop analytics for targeting, segmentation and interpretation
 - enhance the 360° view
 - refine recommendations
 - prioritize customer processing

**For the moment, a study to define the algorithm is required, then integrated into the OneCall Insights*

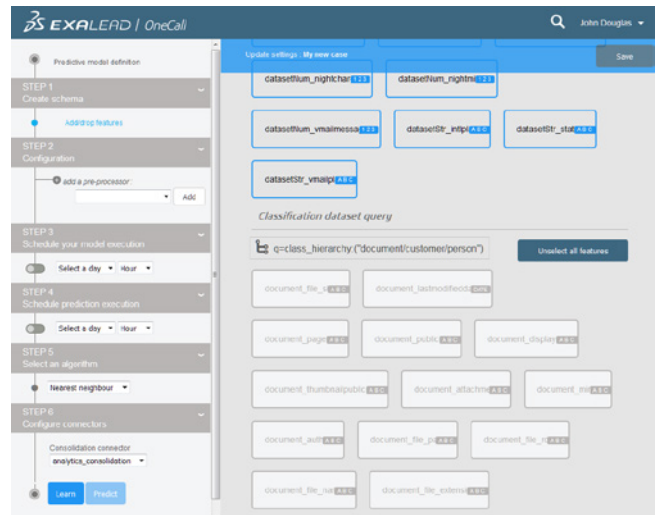


Creation of a new OneCall Insights case study and data selection



BENEFITS FOR THE BRAND AND ITS CUSTOMERS

- Improve your knowledge of customers by analyzing their behaviors in real time
- Enforce personalized customer experience thanks to enriched recommendation by the OneCall Insights forecast
- Optimize customer experience by anticipating needs
- Improve responsiveness via analysis of customer signals
- Lower costs by decreasing resolution time of customer requests and increasing agent efficiency



Configuration of the algorithm executed in OneCall Insights

Our **3DEXPERIENCE®** platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3DEXPERIENCE®** Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 210,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.

