



## AI-based Predictive Customer Analytics

### The Future of Customer Experience is NOW!

In an age of empowered customer, the marketers today ought to be analytically mature. To be consistently competitive, they need a highly accurate and self-learning platform that can provide them with real-time actionable insights such as:

- Which customers are at risk for attrition and how can they be retained & with which offer?
- Best cross-sell/upsell opportunities
- Next best action to take right now with each customer

#### Why go Predictive ?

Timely insights empowers the marketers to foresee an event and intervene to provide a truly personalized & seamless customer experience.

#### Single View of Customer

Build unique customer profiles based on historical purchases, web visits, social media and more

#### Proactive Customer Engagement

Get the ability to predict customer behavior and respond in real-time. Such events delight the customer and boost loyalty

#### Next Best Action

In-built AI empowers you to respond to customer needs “during” the interaction by delivering the most accurate and reliable Next Best Action

#### Self-learning Models

Since the predictive customer analytics platform is always self-learning, the predictive models will keep on improving continuously

### We Eat Elephants For Breakfast!

- BI Dashboards: 110+
- Emails Sent: 2Bn+
- Customer Records: 185 Mn+
- Processes Automated: 120 +
- Mobile Devices: 75 Mn+
- Predictive Models: 115+
- Integrations: 35+

### Capabilities

- Segmentation Analytics
- Churn Analytics
- Acquisition Analytics
- Customer Lifetime Value Analytics
- Price Sensitivity Analytics
- Sentiment Analytics
- Up-sell/Cross-sell Analytics
- Campaign Response Analytics
- Market-basket Analytics
- Product Affinity Analytics

*Comsense's Predictive Customer Analytics platform enabled us to achieve our vision of building a truly data-driven marketing ecosystem. Today, due to the predictive platform, we know & serve each customer in a highly personalised way... and we have millions!*

**- Piyush Kumar, CMO Metropolis Healthcare**

Schedule a quick call/free workshop session with our Data Scientist today  
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