

Customer Service Intelligence



CSI Discovery Summary:

Customer Service Intelligence (CSI) Discovery is a system for targeted promotion delivery that delivers relevant promotions to customers at the correct location and at the correct time by integrating technologies like location-based tracking, data mining and machine learning. CSI Discovery integrates Machine Learning, an Inference Engine, and any modern telecommunication system (sms, e-mail, etc) to provide intelligent campaign to businesses' associates. It prevents spam and ensures good-will by sending only relevant promotions.

Machine Learning:

System Intelligence on identifying relevant promotions to the mobile users.

- ◆ Extract knowledge from members' transactional history, e.g.: purchased items, purchase frequency, items relativity (the frequency several items are purchased simultaneously), etc.
- ◆ Analyze the demographic features that maximize the purchase probability.
- ◆ Periodical intelligence update for continuous learning of changing customer behaviors/buying trends.
- ◆ Continuous machine learning based on the campaign tracking to ensure that the next promotional campaigns are useful to the potential customers.

Inference Engine:

Ensuring campaign that meet the needs of both businesses and their customers/ partners/subscribers.

- ◆ Configurable system intelligence.
- ◆ Business user empowerment to overwrite the system intelligence by creating their on-demand rules.
- ◆ Flexibility in prioritizing certain promotions over the others by using attribute weight selection.
- ◆ Utilization of subscribers' interest and preference to select a useful promotion.

Modern Telecommunication System:

Reaching potential customers/subscribers anytime and anywhere.

- ◆ Integrated with any telecommunication network, such as broadband network, Wi-Fi, GSM, 3G, 3.5G, etc.
- ◆ Working with location-based infrastructure to provide campaign at the right place at the right time, reaching mobile users when they are within businesses' vicinity.
- ◆ Flexibility on the telecommunication means used to reach the customers/subscribers, ranged from SMS, MMS, e-mail or any other available means.

