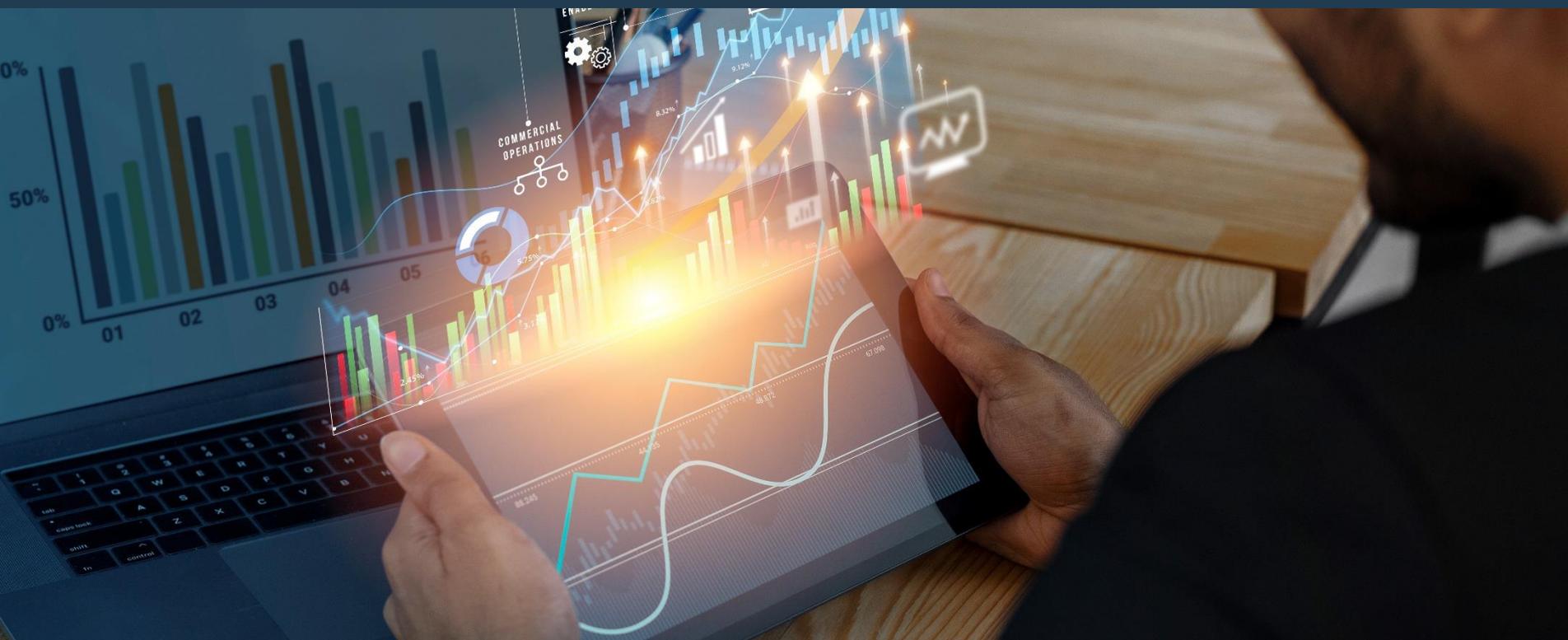


Xen.AI

Microsoft
Partner

Customer Analytics Solution

GET A HOLISTIC AND UNIFIED VIEW OF YOUR CUSTOMERS
ACROSS ALL CHANNELS AND TOUCHPOINTS



XEN.AI CUSTOMER ANALYTICS

The customer analytics solution uses artificial intelligence to provide a subset of business analytics that focuses on metrics that tell you more about your customers. It tells the story of where your customers come from and how they make decisions. It empowers businesses to deliver personalized and customized experiences to their customers.

By leveraging customer data, businesses create tailored product recommendations, personalized marketing messages, and individualized promotions. This level of personalization enhances customer engagement, fosters customer loyalty, and drives customer satisfaction.

What is Customer Analytics?

Customer analytics is the systematic examination of a company's customer information and behavior to identify, attract and retain the most profitable customers. It is a process by which data about the customers is used to help make key business decisions via channel optimization, market segmentation and predictive analytics. This information is used by businesses for direct marketing, site selection, and customer relationship management. With customer analytics, businesses can increase response rates, customer loyalty and ultimately ROI by contacting the right customers with highly relevant offers.

What makes Customer Analytics relevant and a key component of any business?

[Gartner Survey](#) Finds Customer Data and Analytics as Top Priority for Achieving Customer Service and Support Goals in 2023. Customer service and support leaders cited customer data and analytics as a top priority for achieving organizational goals in 2023, according to a survey from Gartner, Inc.

In a Gartner online survey of 283 customer service and support leaders from August-October 2022, 84% of customer service and service support leaders cited customer data and analytics as “very or extremely important” for achieving their organizational goals in 2023. Eighty percent of respondents ranked digital channel effectiveness as “very or extremely important,” along with employee performance, development and quality assurance.

Who are potential stakeholders for Customer Analytics solutions within an Organization?

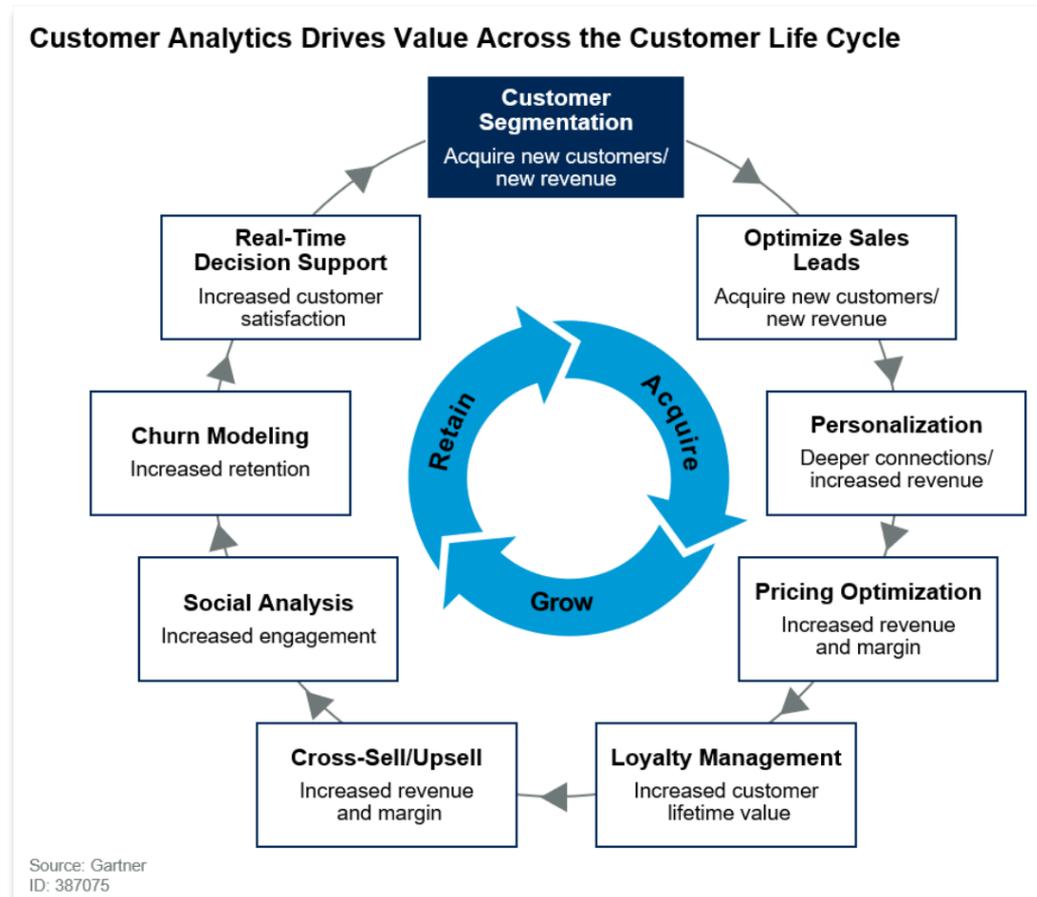
Customer analytics resonates with different groups in an organization depending on their roles and responsibilities. Generally, customer analytics can benefit from the involvement of various stakeholders, such as:

Marketing: Customer analytics can help marketing teams understand customer preferences, behavior, and feedback, and design more effective campaigns and strategies to reach and retain customers. Marketing can also use customer analytics to measure the impact of their efforts and optimize their return on investment (ROI).

Sales: Customer analytics can help sales teams identify the most profitable customers, segments, and opportunities, and tailor their pitches and proposals accordingly. Sales can also use customer analytics to monitor customer satisfaction, loyalty, and churn, and improve their retention and upselling rates.

Service: Customer analytics can help service teams diagnose customer issues, provide timely and personalized solutions, and enhance customer experience. Service can also use customer analytics to identify areas for improvement, reduce costs, and increase efficiency.

Product: Customer analytics can help product teams understand customer needs, expectations, and pain points, and develop more innovative products that solve their problems. Product can also use customer analytics to test new features, validate assumptions, and measure product performance.



OUR SOLUTION

The Xen.AI Customer Analytics solution helps you in deriving numerous data-driven insights that can be generated during phases of the customer lifecycle namely, customer acquisition, expansion, and retention by leveraging customer data.

- Predicting the performance of GTM campaigns to enable efficient use of scarce marketing budget and aligning it with the organizational priorities.
- Understanding how customers interact with organization through various market channels.
- Recommendations generated by AI to cross-sell to customers to improve customer's footprint over company's products and services.
- AI model to understand the propensity of customer's to churn and devise strategies proactively for customer retention.

The Xen.AI Customer Analytics further enables combining internal data with external data sources to strengthen the company's understanding of the environment and ecosystem it operates in numerous benefits are achieved by combining internal and external data source such as:

- A holistic understanding of customer and market sentiment on relevant products and services.
- Identification of evolving market trends.
- Finding new addressable markets, and revenue opportunities.

Organizations need to build and structure a strong data foundation which is fundamental to analytics. Removing data silos within an organization enables proactive analysis of data.

Developing a data driven understanding of the market environment and ecosystem coupled with a strong analytical understanding of the existing customer base drives operational efficiencies and contributes to the strategic planning for long term success of the company.

Xen.AI Customer Analytics benefits your business in higher customer satisfaction and retention, lower lead generation and acquisition costs, increased sales and revenue, better brand awareness, and increased customer engagement, assisting you in developing strategies to retain loyal customers and decrease churn. Our technologies also allow you to segment your offers, develop client interactions, cross-sell opportunities, and build consumer loyalty.

What differentiates Xen.AI Customer Analytics solution?

1. Holistic Customer View

While it is true that the customer analytics ecosystem is crowded with many players in the market, there aren't many which provide the actual 360 view of the customer. Most of them provide insights using the internal company data. Not many of them combine the internal information with external data to provide a holistic view of the customer.

An example could be, New features added to a product might be exciting for the company while launching this. However, early trends from social media can say whether the feature is attracting attention or not.

2. Insights as a Service (IaaS)

IaaS is an emerging model that can help organizations unlock the real power of data by delivering actionable insights that address their specific business needs. It mainly encompasses Data storytelling which is the ability to combine interactive data visualization with narrative techniques to package and deliver insights in a compelling, easily understood form for presentation to decision makers.



CUSTOMER ANALYTICS DASHBOARD VIEW

Xen.AI
Customer Analytics

Email

Password

Login

VOICE OF CUSTOMER

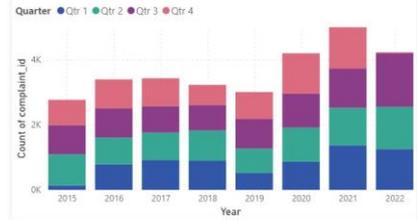
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Customer Complaints

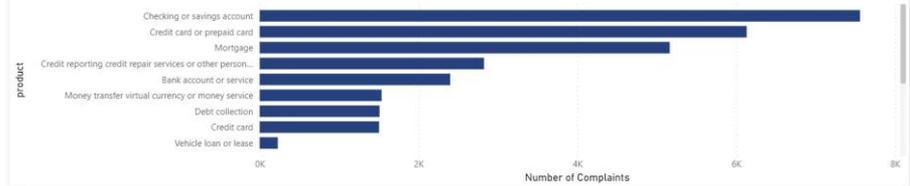
Complaints by State



Complaints by Year



Complaints by Product



CUSTOMER ENGAGEMENT

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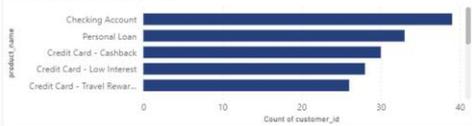
Product Recommendation

321

Number of Product Recommendations

Customer ID	Product Name	Recommendation Score
6	Auto Loan	3.9
6	Checking Account	4.04
6	Credit Card - Cashback	4.06
6	Credit Card - Low Interest	4.05
6	Money Market Account	3.98
6	Safe Deposit Box	3.97
6	Savings Account	3.9
8	Auto Loan	3.97
8	Credit Card - Cashback	4.06
8	Credit Card - Low Interest	4.06
8	Credit Card - Travel Rewards	4.0
8	Home Equity Loan	4.01
8	Money Market Account	3.98

Recommendations by Product



Customer Churn

36

Customers very likely to leave

Customer age	Account Balance	Churn probability
29	101,713.84	0.76
31	127,320.36	0.78
31	127,331.46	0.75
34	127,122.79	0.79
41	85,906.65	0.86
41	104,405.54	0.87
46	107,362.80	0.83
46	129,269.27	0.76
47	0.00	0.80
47	95,523.16	0.83
47	130,538.77	0.78

3.54M

Account Balance at Risk

CUSTOMER SEGMENTATION BY DEMOGRAPHICS & RISK

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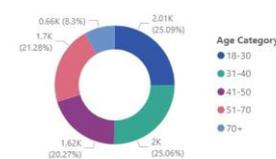
7992

Number of Customers

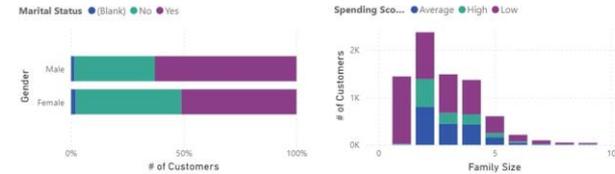
of Customers by Risk Category



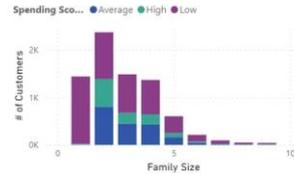
of Customers by Age Category



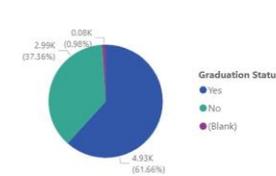
of Customers by Gender and Marital Status



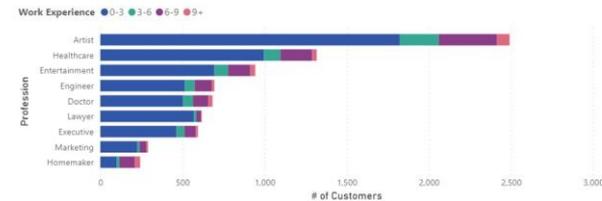
of Customers by Family Size and Spending Score



of Customers by Graduation Status



of Customers by Profession and Work Experience



Xen.AI

ABOUT XEN.AI

The organization was formed and their passion for developing AI solutions for process improvement in business began. Today, as the leader in AI SaaS solution development, Xen.AI closes the development gap between what organizations need to optimize and how they can realize ROI. Xen.AI blends the expertise of engineers and data scientists with process discovery, continuous assessment, and process enhancement to find and close gaps in the ever-evolving AI based digital transformation in every industry. This approach enables organizations to transform their business while staying ahead of the competition.

Today, our mission is to offer fully managed AI SaaS solutions to Small and Midsize Business (SMBs) in Banking, Financial Services and Insurance (BFSI), Healthcare and Industrial sectors.

To know more Visit [Xen.AI](#)

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