



Cerebri



Cerebri Values CX v2 platform

Challenge Large-scale organizations must more than ever, engage proactively with their customers, in a world where everyone is only a few swipes away on their mobile phones from your competitors' information 24/7/365

Solution The Cerebri Values CX platform is a total solution for measuring engagement, valuing customer commitment and using these key metrics to drive financial success through acquiring customers, up-selling, cross-selling, lowering churn, even accurately measuring risk.

Action Cerebri uses state-of-the-art reinforcement learning to value, sequence and time up to 4 events in Next Best Action{set}s that drive superior returns.

Austin | Toronto | Washington DC

Transforming NBAs into NBA{set}s Ready – {set} – go !

Cerebri Values: unlike NPS, Cerebri Values measures are used to predict financial success

Compound NBA{set}s: Up to 4 events, timed + sequenced, evaluated, margins include, generate superior alternatives for customers

Concurrent KPIs: CE, upsell, churn, risk, etc. - evaluate impact of NBA{set}s across all customer KPIs in real-time

Auditability: You make better customer-related decisions, and we provide complete transparency as to WHY

Data: We use your data + external data, you are ready to deploy in 90 days using our end-to-end automated pipeline

Object-oriented AI: Objects, reuse, etc. - we re-invented how AI models are constructed - faster time to market, higher reliability

UX / API: One CJ - everyone needs it - sales, marketing, support. Our UX or input into your systems via APIs

IP: We have brought innovation from data to decisions in a highly automated system - 13 patents filed and counting

Further info contact James Stojanov - james@cerebriai.com

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Real Automotive Group
Customer Name, Email, Client ID, Segment
Last Data Update: Aug 13, 2019

Wynne Gray
wynne.gray@gmail.com
+1 920 819 5039

Profile Products

Personal details:

Customer ID: 1001
Gender: Male
Tenure: 6 yrs, 7 mos
Customer Type: Motability
Exclusions: Email, SMS
Marketable: Direct mail, SMS
City: Casper
State: Wyoming
Postal Code: 82605

Lifetime spend:

Purchase: \$30,000
Service: \$6,770
Total: \$36,770

Last contact:

Marketing: Mar 30, 2019
Service: Mar 15, 2019
Other: Mar 15, 2019
Purchase: Jan 21, 2013

Cerebri Value

\$30k Baseline
\$47.2k Today

80 New Vehicle Purchase

70 Service Booking

85 Used Vehicle Purchase

85

1/3 NBA(Set)s

Discount offer 1
Limited time 0% APR
Lift **+\$2,200** ↑
Aug 02, 2019 - Sep 02, 2019

1/3 NBA(Set)s

Discount offer 2
Limited time 1.99% APR
Lift **+4** ↑
Aug 02, 2019 - Sep 02, 2019

1/3 NBA(Set)s

Discount offer 2
Limited time 1.99% APR
Lift **+6** ↑
Aug 02, 2019 - Sep 02, 2019

1/3 NBA(Set)s

Discount offer 4
\$0 deposit for your new vehicle
Lift **+3** ↑
Aug 02, 2019 - Sep 02, 2019

No action at

Timeline 1W 3M 6M 1Y 5Y MAX Aggregations Auto **Fixed** Event Day Week **Month** Quarter Year Alert Level No Alert

Feb 28, 2019 - May 31, 2019

May 2019 - Aug 2019

Discount offer 2 ✓
Limited time 1.99% APR
Aug 02, 2019 - Sep 02, 2019

New Vehicle Purchase +4 ↑
Service Booking +6 ↑

Service Offer 2
Get free oil change
Sep 02, 2019 - Oct 02, 2019

New Vehicle Purchase +7 ↑
Service Booking Oct +6 ↑

2013 2014 2015 2016 2017 2018 2019

Purchase Service Marketing Offer Other All