

ALGOSPARK

Azure Proactive Customer Management

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Darren Wilkinson

darren@algotpark.com +447900691796



Azure Proactive Customer Management

Azure Proactive Customer Management

- Brings together churn detection, client activity monitoring and product recommendations
- Delivers prioritized customer contact list, recommended actions and call logging system.

Value and Delivery:

- Value from increased revenue per customer, increase in customer satisfaction and reduction in churn.
- Anticipates customer needs, prioritizes calls based on value and maps insight to actions.
- 8 weeks to design and deliver early Proof of Concept. Typical project fully implemented and generating benefits within 6 months.
- Microsoft Azure components: Azure cloud, Azure Machine Learning, Power BI, Power Apps and Power Automate.

Algospark

- Applied analytics and AI consultancy (<https://algospark.com>)
- Bespoke AI consulting across numerous industry sectors with a growing suite of existing products / frameworks
- Member of the Microsoft AI Inner Partner Circle





Benefits of proactive customer management

- **Value**

- Increased revenue per customer
- Increased customer satisfaction
- Reduction in churn



- **Anticipation:**

- Move away from reactively receiving calls to proactively anticipating customer needs
- Solve problems before they happen



- **Prioritise calls based on value:**

- Manage customer priorities based on opportunity value
- Identify customer value at risk and minimise



- **Map insight to actions:**

- Map actions based on reason for proactive call and what the customer is likely to want
- Align to promotions and pricing policies



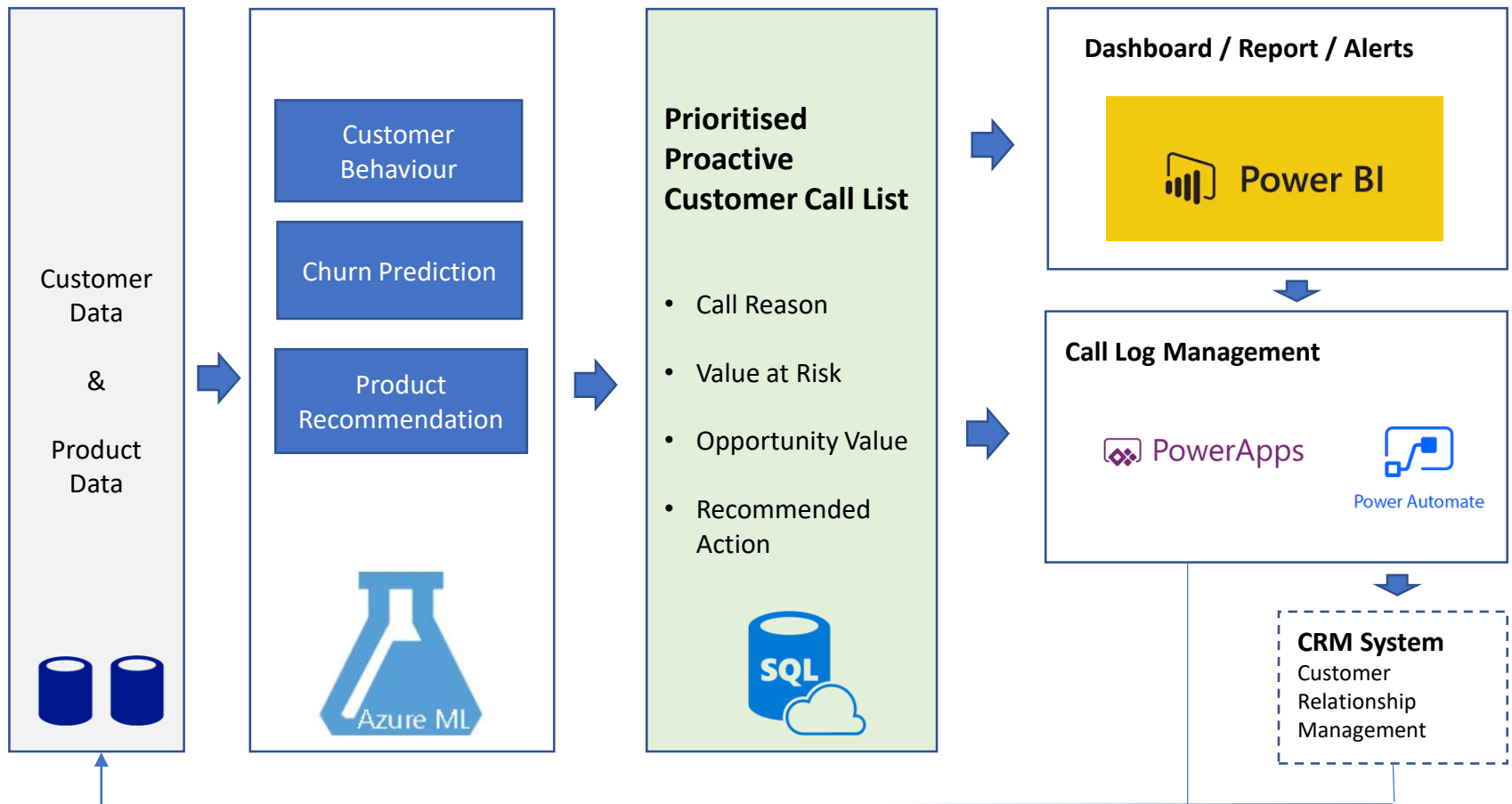
- **Create a virtuous learning loop:**

- Recognising proactive call opportunities
- Recommend the right actions



How Azure enables proactive customer management

- Prioritised, proactive customer call list with reason, value and recommended action
- Azure hosted, Azure ML, Power BI, Power Apps and Power Automate solution.





Algospark: applied analytics and AI solutions

Applied AI Consultancy. Flexible bespoke solutions development

- Proof of concept, business case and project plan (4 weeks).
- Agile iterative weekly development to first prototype release (additional 8 weeks).
- Additional solution development (delivered in 4 week cycles).
- Hosted and managed solutions provided if required.

Other Consultancy:

- Core Insights Consultancy: dashboard development and delivery

Products and Frameworks. Fast track delivery using existing Algospark solutions

1. *Location Spark* - location analytics (<https://algospark.com/locationspark/>)
2. *Clear Vision* – computer vision image review and compliance (https://algospark.shinyapps.io/image_review_demo)
3. *Xuuu* - customer insights framework (<https://algospark.com/xuuu/>)
4. *Retail Cube* – one stop solution for hospitality sites needing co-ordinated sales forecasting, order recommendation and staffing calculator
5. *Earningspark* – earnings call / financial news machine reading

Focus areas

Sales, Product and Process Customer Experience Innovation Location Analytics Healthcare Investment

Frameworks

Microsoft Python Django Studio Theano H2O.ai Plotly K DB TensorFlow

Recent clients

Pearson SOCIAL KEMISTRI AQOVIA
 virgin atlantic GAIL's BAKERY Ford cognitiv+
 JAGUAR merton MELIOR.AI Nebbia
 Staffordshire County Council Ministry of Housing, Communities & Local Government Musinich & Co Ealing
 SONA ASSET MANAGEMENT Pernod Ricard Suffolk County Council BREAD

Microsoft AI INNER CIRCLE Power BI



Microsoft Partner

Silver Data Analytics



Algospark recent projects

Sector	What	Why	AI / Approach	Solution
Retail	Automated image compliance tool for reviewing marketing campaigns.	<ul style="list-style-type: none">• Decision consistency• 75% legal time saving• 50% project design cost savings	Computer vision, natural language processing, classification.	Algospark managed and hosted solution. Phase 1 delivered in 3 months.
Hospitality	Sales prediction and stock order recommendation system.	<ul style="list-style-type: none">• 1-3% sales uplift• 10%+ waste reduction• 50% ordering time reduction	Site classification, sales prediction, product mix optimisation and sales to order mapping.	Client owned bespoke AI solution with roll-out, integrated to stock ordering system. 6 months project.
Airlines	Dynamic pricing to maximise revenue yield per flight.	<ul style="list-style-type: none">• Av. selling price 1%+ increase• 100%+ increase in number of flights per analyst	Demand and yield curve prediction. Prioritisation of outliers based on value of recommended intervention.	Client owned bespoke AI solution with roll-out. 12 months project.
Software	Value driven “Applied AI Roadmap”.	<ul style="list-style-type: none">• Augment product offering and increase subscription price• Reduce costs of operation	Numerous prediction / detection / classification use cases.	Roadmap, business case, prototypes and pilots.
Government	Automated production of plans for children with learning challenges.	<ul style="list-style-type: none">• Reduce preparation time by 25% saving £1500 per plan (<i>35,000 new plans prepared in England each year</i>)	Multi-stage classification algorithms and natural language processing of expert reports.	AI prototype built for a consultancy and 3 boroughs. 6 months prototype project.
Telecoms	Mobile roaming fraudulent calls detection.	<ul style="list-style-type: none">• Reduce fraud calls (<1% calls)• Minimise “false positive” deactivations that lead to genuine customer losses.	Deep learning denoising autoencoder. Mapped to fraud cost / loss of customer value.	AI prototype built for consultancy and mobile operator. 2 months project.



More information

Azure Proactive Customer Management:

https://algorithmspark.com/azure_proactive_customer_management

Algorithmspark

- Algorithmspark: <https://algorithmspark.com>
- Solution demos: <https://algorithmspark.com/#solutions>
- Blog: <https://algorithmspark.com/blog/>

Microsoft

- Azure Machine Learning: <https://ml.azure.com>
- Power BI: <https://powerbi.microsoft.com>
- Power Apps: <https://powerapps.microsoft.com>

