Highlights of our work

UK Ventilator Challenge
Achieved the impossible
to save lives through a pandemic

PulPac
Developed a low-cost approach
to producing sustainable packaging

Rentokil
Launched an Internet of Things
platform to transform pest control

UK Space Agency
Designed the UK's regulator
for space flight

Ørsted
Led the transformation to green energy
at Denmark's largest energy producer

WePROTECT Global Alliance
Encouraged a global response
to child exploitation

Tea Sheets
Reinvented the tea bag
to be plastic-free

San Diego Gas & Electric
Created smart technology
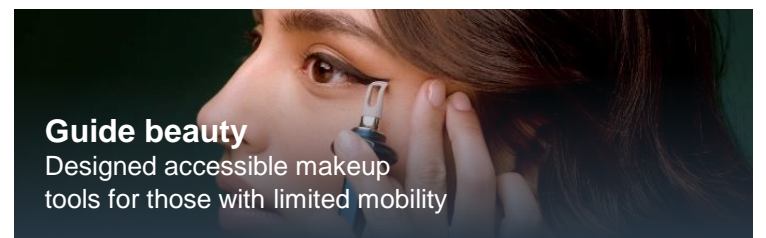to predict the failure of utility assets

Nuclear operator
Used digital twin technology
to improve decision making

**UK Defence Science
and Technology Laboratory**
Designed a new quantum
technology to keep the nation safer

Schroders
Transformed a global asset manager
into an agile organisation

Guide beauty
Designed accessible makeup
tools for those with limited mobility

Rabobank

Using artificial intelligence to recognise customers and increase sales

With competition in the mortgage market in the Netherlands growing, Rabobank needed their sales operation to be flawless. Making sure customers who made an initial enquiry went on to complete their application was vital.

The lender's systems were making this hard. Data generated by an enquiry at a branch was recorded differently from when the same customer contacted the call centre or visited the website. For example, their first name might appear in full, in a shortened form or as an initial.

We helped Rabobank link the three sets of data for the first time. The software we wrote can match data to individuals even when their information isn't consistent. When the software spots that a customer's application has faltered, it issues an alert. This means a sales person can contact the customer to help complete their application.

Analysing the data produced clear evidence of where sales teams needed to focus their effort to maximise sales. What's more, with an accurate picture of the customer journey for mortgage products, the bank was able to make the whole process smoother.

Rabobank was so impressed with the results from this work, they've since applied the same approach for over 25 different products. Our initial project for the bank was an inspiring demonstration of the potential of AI to increase sales and improve the customer experience.
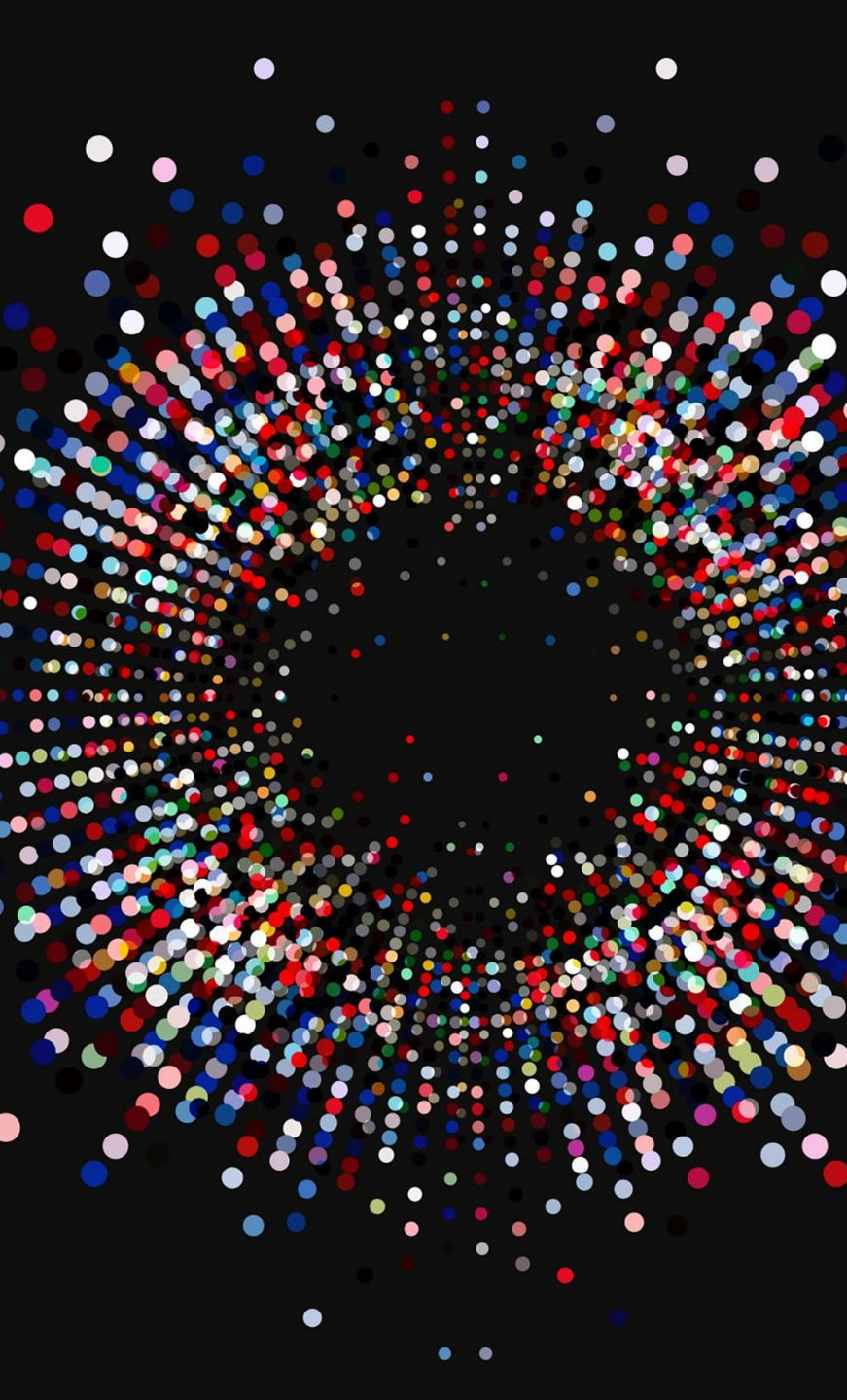
Unilever

Predicting the spread of COVID-19 to safeguard Unilever's global ecosystem

In 2020, as the COVID-19 pandemic accelerated, Unilever needed to rapidly evolve their workforce strategy to help protect employees, while maintaining the supply of products to 2.5 billion consumers worldwide.

PA and Unilever teamed up to create a world-leading predictive tool, COVID-19 Awareness and Situational Intelligence (CASI). CASI is a live dashboard that provides real-time reporting, data monitoring and leading-edge predictive intelligence on COVID-19 trends from a global and regional level down to hundreds of Unilever sites.

Our multiskilled teams collaborated to build and launch CASI for Unilever within three months. Deployed globally, CASI reports on more than 250,000 COVID-19-related data points daily. CASI empowers Unilever with the predictive intelligence to forecast the evolving pandemic, with an accuracy rate of over 80 per cent for seven-day forecasts and 75 per cent for 30-day forecasts.

Unilever teams around the world now use CASI daily, to accurately anticipate COVID-19 infection rates and flexibly adapt supply chain operations, site protocols and workforce health and safety planning.

We also helped make CASI available to Unilever's global ecosystem, by creating multiple versions of the tool and sharing it with their employees and supplier partner network.

CASI represents a breakthrough in expertly navigating and harnessing the world of open data to uncover real value and predictive insight. This highly flexible approach unlocks exciting opportunities far beyond the pandemic, from managing global trends to reimagining the future of work, improving employee wellbeing and predicting consumer behaviour.

Network Rail

Pointing the way to shorter signal delays

Network Rail had identified opportunities where technology could modernise its processes and deliver better services. For example, when a railway signal stops working, trains in and around the section of track it controls have to stop until they can move on safely. Currently, to ensure the right train moves at the right time, engineers must be sent to the track. At peak times, this can result in delays leaving hundreds of passengers stranded.

Network Rail wanted to install secure radio communication in trains to keep drivers informed and give them instructions. They also wanted to use track-side equipment to tell signal staff exactly where trains are.

To make this vision a reality, our team of experts enabled Network Rail to test these solutions and make a case for change.

Our business intelligence experts performed cost benchmarking against the chosen technologies to understand and challenge each. By analysing costs and the likely impact on train traffic, we showed Network Rail that

these technologies would be good value for money. We then set about quantifying the benefits these new technologies would bring. We used analytics to change data in real time under different scenarios.

We showed that once the system is fully rolled out in around two years, Network Rail will save up to £8 million a year. Trains will be on the move up to 32 per cent faster after signal failures. And our analysis showed that will benefit the UK's economy by around £112 million over 25 years.

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