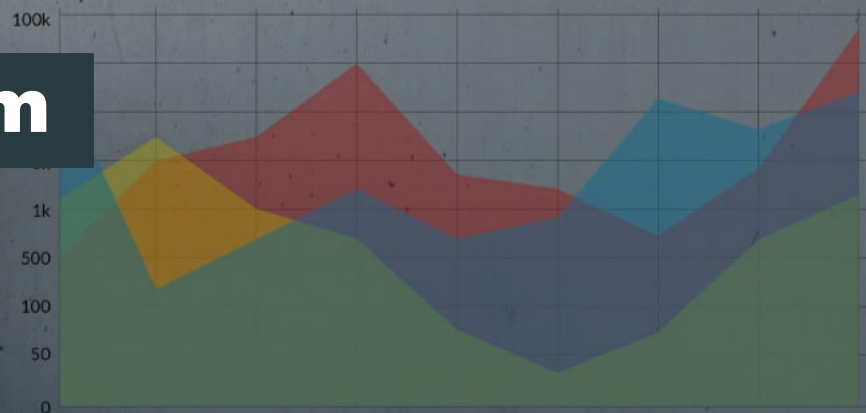
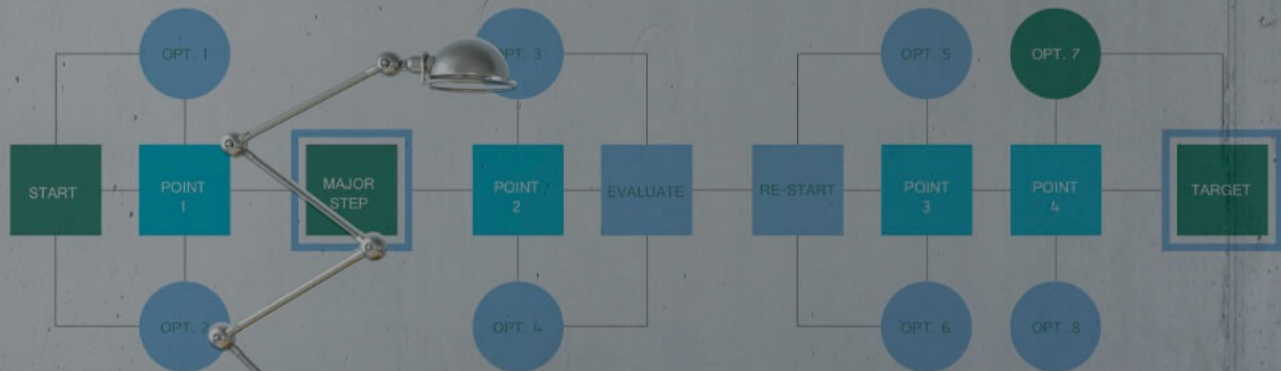


82%
36%
51%
97%



Humanify™ Insights Platform

Stage 3 Technical Deck

August 3, 2018

ttec

Humanify™ Insights Platform

Product Features

A Cloud Based data platform that integrates customer, employee and transaction data and provides near real-time insights into customer needs, behaviors, and preferences to efficiently deliver a great customer experience. Deployed as a managed application in your Azure instance and operationalized through our Analytics as a Service offering, HIP keeps your data in your systems while enabling transformational insights.

Fully managed: Platform, data feeds, and insights

Model catalog: Pick the insights that matter to your business

Connect your data sources

Built for today, adapts with you over time

Single view of your customer

Omnichannel optimization

Real-time analytics

Integrates with your tech stack

Advanced data visualization: dashboard and tools out of the box (PowerBI and Tableau)



Amazing interactions, powered by insights

Humanify™ Insights Platform integrates data among silos so that brands can unlock a 360° view of their customers and deliver personalized experiences at scale

Benefits

A common architecture that integrates siloed data in a meaningful way

Advanced, real-time data visualization for decision-making

Talent and analytical capabilities to harvest the insights needed to customize interactions

Predictions and prescriptions at the customer level

Omnichannel optimization

Features

Cloud-based solution

Fully managed: platform, data connectors, insights and algorithms

Pre-built advanced analytics for rapid deployment

Brings together the best of insight-driven consulting, technology, and operations expertise

Humanify™ Insights Platform- A platform that makes the invisible, visible

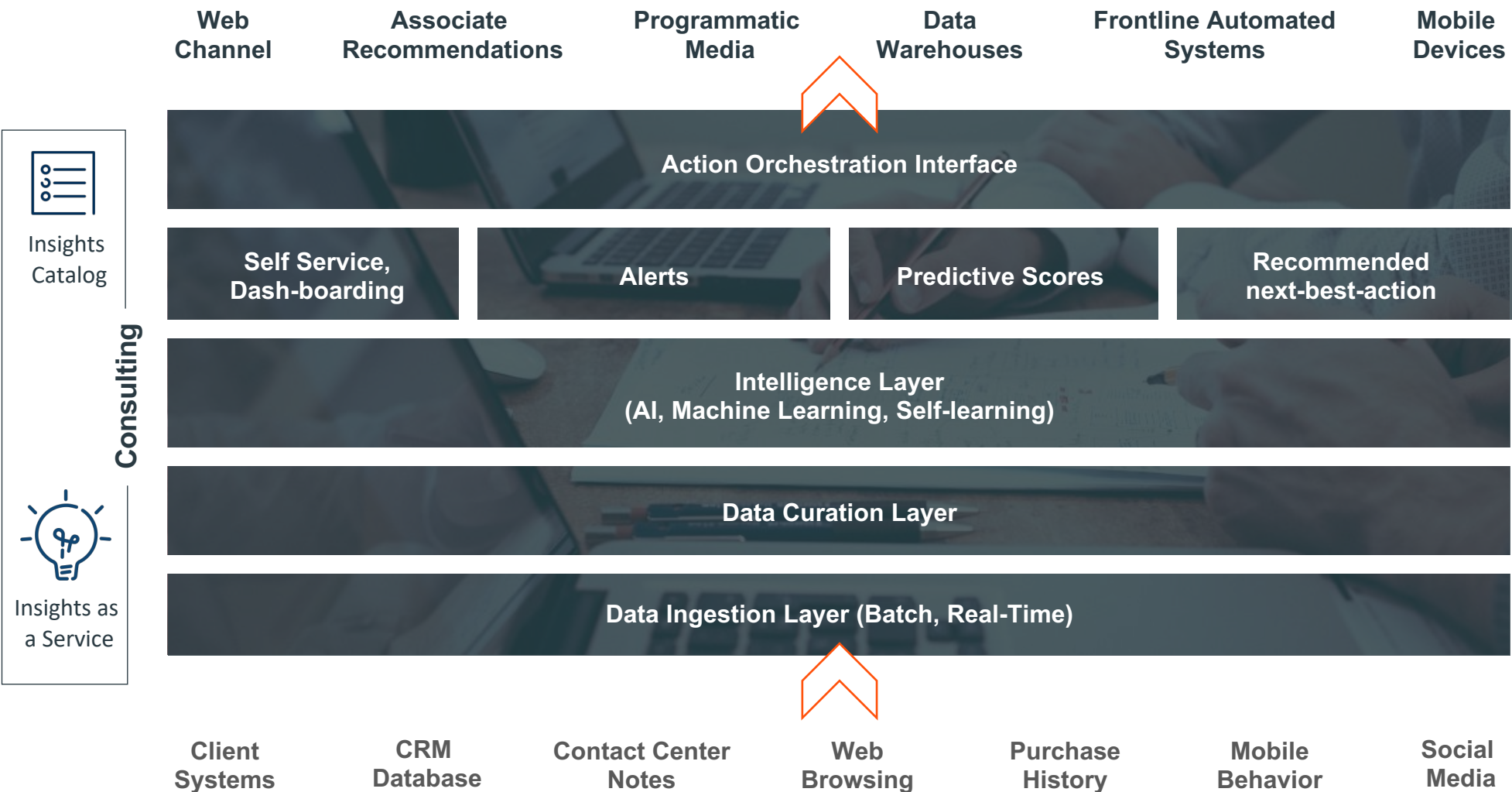
Fully managed:

Platform, data feeds, & insights

Model catalog:

Pick the insights that matter to your business

Connecting **data** sources



Model Catalog: Business questions that these offerings help solve



Customer 360

Who are my customers?
How do they use our channels?
Where are the value pockets?
Where are the opportunities?



Customer LTV

How can I improve customer value / impact the bottom line?
What is the value concentration in my business?
How are high value customers different from low value?
What is the next best action for each customer based on value?



Driver of Churn

How can I improve customer retention or loyalty?
Who is most likely to Defect?
What do I need to change in order to improve customer sat?



Associate Matching

How can I improve the CX?
How can we make conversations more personalized?
Who is the best associate for each call coming in?



Proactive CC Prediction

How can I get more efficient in the Contact Center (Call Deflection, FCR)
Which customers are likely to call back?
What are the likely next call reasons for each customer?



Emerging Topics

How can I get more efficient in the Contact Center (Call Deflection, FCR)
Why are customers calling, and where are the opportunities to improve efficiency?
What is trending, and what can we learn about our products and CX?



Campaign Optimization

How can I increase the ROI of campaigns?
Who should I target for a campaign?
How should I optimally allocate incentives?



Next Best Action

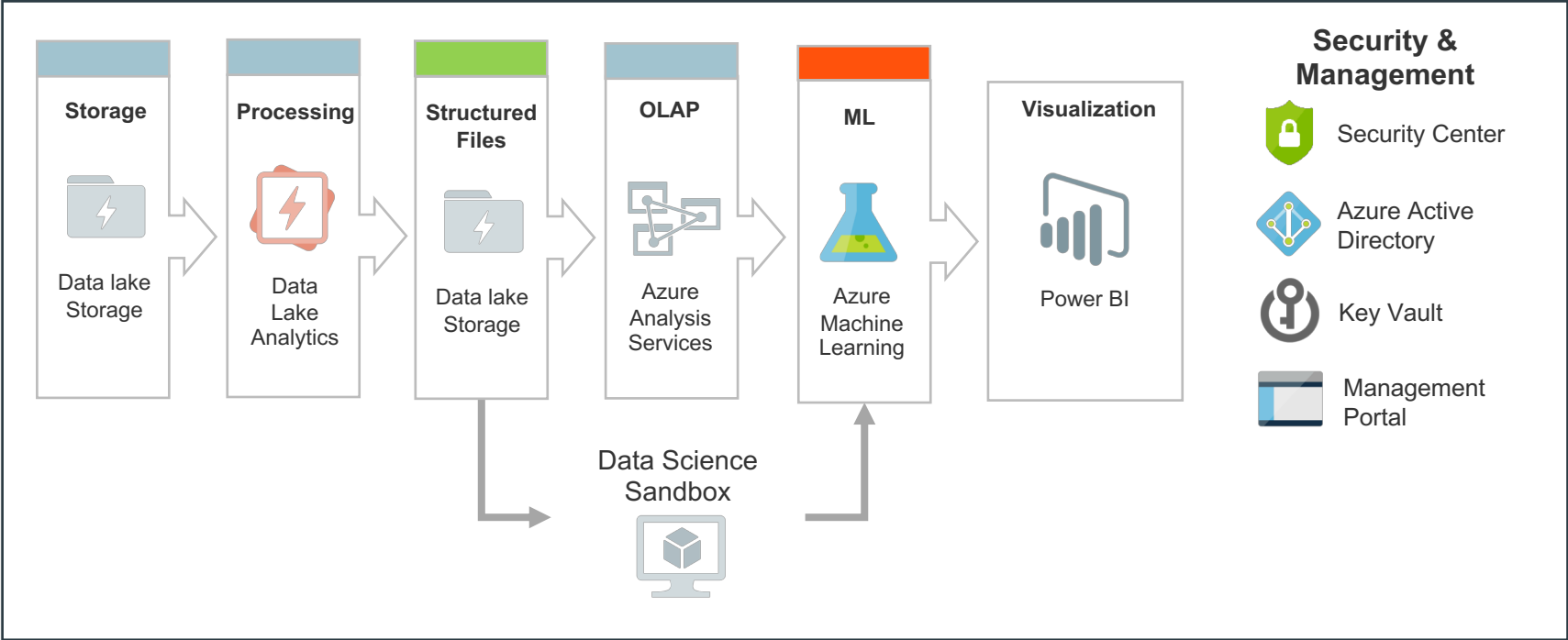
How can I improve sales or the CX?
How can use data and analytics to have the right communication with the right customer at the right time in the right channel?
What is the next best action or offer at each customer touchpoint?

Humanify™ Insights Platform

Data Sources*



Azure Platform



Data pipe lines and orchestration

- Logic Apps Azure Functions
- Data Lake Analytics
- Azure Machine Learning

* Not a complete lists, see Integrations list

A group of people are gathered around a table, engaged in a collaborative meeting. One person is pointing at a laptop screen which displays a dashboard with various charts and graphs. Another person is holding a pen over a large sheet of paper with handwritten notes and diagrams. The scene is dimly lit, with the primary light source coming from the laptop and the papers, creating a focused and professional atmosphere.

Use Cases and Impact

Use cases and financial impact

Churn Model

Improve customer retention

20%+ improvement in customer retention

The Churn Model predicts the risk of defection for each customer. This is delivered as a score and is updated as new interaction data is available. Additionally, the reasons for Churn are provided so that key issues can be addressed. Profiling customers by risk of defection highlights key segments that are either at risk or are very loyal, so that customer strategies can be developed.

Emerging Topics Analysis

Improve contact center efficiency

ROI = 30%+

Several of the HIP algorithms support strategies for improved contact center improvement. Proactive Contact Center Predictions provide the likelihood that a customer will be a repeat caller, and what the likely call reasons will be, so that conversations can be more proactive. Associate matching ensures the best level of service to resolve interactions the first time. Emerging Topic analysis uncovers new call reasons so that they can be appropriately addressed, in addition to highlighting opportunities for automation or process improvements.

Associate Matching Model

Create amazing customer experiences

14+% improvement in customer satisfaction

Associate matching models pair the right associate with the right caller, creating higher issue resolution and more satisfied customers. Emerging topic analysis uncovers customer pain points, supplying critical insights to drive strategies that improve satisfaction and NPS. An output of the churn model is an analysis of what drives customer satisfaction and dissatisfaction.

Humanify™ Insights Platform delivers real results



From:



To:



Result:

Hundreds of contact reasons with no useful categorizations or insights

Streamlined topics leading to dozens of product, training, and customer experience improvements

+500% ROI

Customer complaints building with no awareness

Real-time dashboards that flag emerging issues immediately

Real time problem identification

Continual spending on acquisition with customer loyalty

Ability to proactively anticipate and eliminate churn

20% retention improvement

Dissatisfied customers that migrate to the competition

Satisfied customers with increased lifetime value

14% CSAT improvement

An aerial night view of a city skyline, likely New York City, featuring prominent skyscrapers like the Freedom Tower. The image is overlaid with a white geometric network of lines and bright nodes, symbolizing connectivity and technology.

Integrations

Connectors & integrations

Omnichannel

Cisco/Humanify Enterprise
Avaya
Humanify Connect
InContact
LivePerson
Nexmo
Facebook Messenger
Apple Business Chat
Twilio
Spark

3rd Party Data

Bombora
Acxiom
Experian / Equifax
Targus
Infogroup

Customer Success

Qualtrics
Medallia

Workforce Management

Aspect
Nice IEX

ERP

Oracle
SAP

Social (Twitter, FB, etc. Covered)

Sprinklr
Lithium
GNIP

Marketing Automation

Marketo
Eloqua
aPrimo
Pardot
Hubspot

Humanify™ Insights Platform

CRM

Salesforce.com
Microsoft Dynamics
Oracle CRM
SAP CRM
Pega
Zendesk

AI/Chatbots

IBM Watson
API.ai
Rul.ai
Microsoft Cortana

Recording/QA

Nice / Nexidia
Verint
IBM

Knowledge Management

KMS Lighthouse
Astute

Predictive Analytics

Everstring

Other

Connector for HOP
Adobe Experience Manager
Custom Connector (S3)
Humanify Bread-crumbing