



brillio

Brillio Artemis

Customer Insights Solution

ARTEMIS – Identify risks before they become threats

What Makes It Relevant

1. Business users are unaware of customer sentiment

Senior Executives are often juggling a **diverse & demanding** customer base.

2. Customers often ignore surveys sent to them

External surveys have a **10-15% response rate**. Internal surveys generally receive a **40% response rate**.

3. Every customer interaction carries a tone

E-mails carry rich information on customer habits, **business reputation**, innovate on and engagement.

4. Identifying customer pain points takes time

Multiple meetings with internal & external stakeholders to **pin point the cause** of the risk.

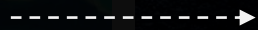
5. Expectations of an “Always-on” experience

Smart Executives are increasingly looking at **data sciences for answers** to help them outperform competitors.

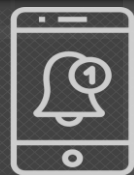
How It Helps You Identify Risks



E-mail received from customer



Analyzed to identify topics & sentiment score



Alert to notify of potential risk



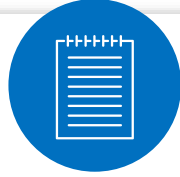
Deep-dive analysis of contributing factors

CHALLENGES THAT CAN BE ADDRESSED WITH ARTEMIS



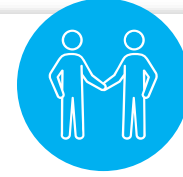
- Identifying data security threats
- Employee & Vendor Fraud
- Detecting regulatory breach risk
- Compliance problems

RISK & COMPLIANCE MANAGERS



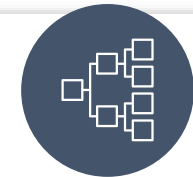
- Maintaining key client relationships
- Customer satisfaction
- Identifying customer pain points
- Cross-functional collaboration

PROJECT MANAGERS



- Employee misconduct
- Fraud & Theft
- Employee harassment
- Inter-Team dynamics
- Employee satisfaction
- Engagement

HUMAN RESOURCE MANAGERS



- Troubleshooting requests simultaneously
- Detecting potential network breaches
- Task prioritization & issue resolution

NETWORK ADMINISTRATORS

KEY FEATURES



INTELLIGENT NLP ENGINE

- Classifies content into aspects based on content of e-mails*
- Identifies risk intensity score specific to aspects



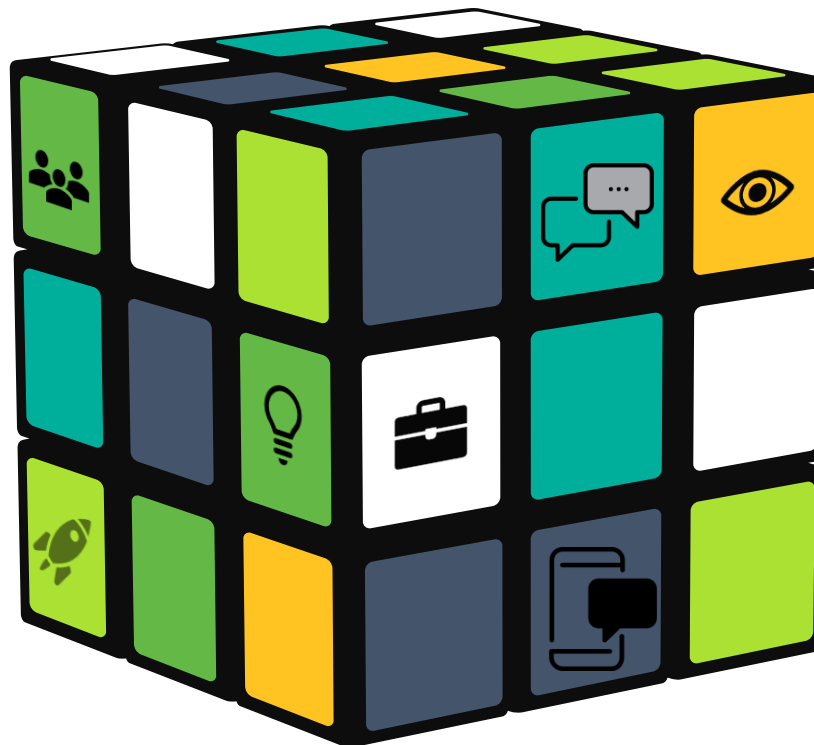
HUMAN-IN-THE-LOOP ML

- Discovering novel and unexpected patterns in e-mail data to intelligently alert users based on risk profile



AUTOMATED REPORTS

- Actionable insights delivered systemically
- Personalized Notifications



DOMAIN SPECIALIZATION



- Customizable for Account Management, Sales & Marketing, HR, Risk & Compliance functions

INTERACTIVE DATA VISUALIZATIONS



- Executive Summary
- Drill downs & granular views

MULTI MODAL INTERACTION



- Available on mobile & desktop
- Can be integrated with existing workflows (Outlook, Salesforce etc.)

*can be customized to include other communication channels (Slack, MSFT Teams, Skype etc.)