# idata
### Inteligencia Analítica de Clientes

# Success
# Story

# Protección
## Pensiones y Cesantías

PROTECCION is a pension fund manager, which had the need to analyze all requests, complaints and claims that its customers made through different channels and that were being requested manually by a group of people who were responsible for classifying and assigning each requirement to the expert person.

With the implementation of TIRSO it was achieved:

- Minimize response times

- Automate the process and reduce costs of personnel.

# Win
# Results

### Analytical strategy:

Flexibility according to need and expected results.

### Analytical architecture:

Customer Representative segmentation for retention strategies, based on work performance and churn probabilities.

### Organizational structure:

Role and structure design for developing and supporting analytical projects.

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