



CXO

- Data Strategy
- Data & Analytics Consulting
- Analytics Use Case Identification
- General Data Science Consulting

MARKETING/ SALES

- Member Behavior Analysis •
(Behavioral Profiles)
- Predictive Cross Sell/ Up Sell •
- Member Segmentation *(Behavioral)* •
- Product Recommendation •

CHANNELS

- Contact Center Efficiency Analysis
- Contact Center Speech/ Text Analytics
(Agent/ Member)
- Single Channel Analysis & KPIs
(Digital & Non-Digital)

PRODUCT/ SERVICES

- Behavior/ Usage Analysis & Prediction •
(Grower, Decliner, Stable, etc.)
- Attrition Analysis & Prediction •
- Cross Sell/ Up Sell •

MEMBER EXPERIENCE

- NPS Analysis/ Voice of Member
- NPS Prediction from Non-Survey Data
- Member Experience Analytics
(Structured & Unstructured Data)
- Member Journey Analysis
- Sentiment & Intent Analysis
(Unstructured Data Including Speech)

TECHNOLOGY/ DATA

- Big Data Architecture & Engineering •
(On-Premise/ Cloud)
- Data Warehousing/ Data Marts •
- Data Lakes •

RISK MITIGATION

- Fraud Analysis & Modeling
- Predictive Risk Modeling