R SYSTEMS

AI/Analytics
Jumpstart Pack for
Salesforce.com

Accelerate Your SF AI Journey

#**Y**our**D**igital**T**ransformation**P**artner

Digital Transformation is focused on customer centricity, enhancing customer experience, process automation/efficiency & business model transformation by innovating new products and services.

PAMLAI (Predictive Analytics–Machine Learning–Artificial Intelligence) is a cornerstone of digital transformation. R Systems helps enterprises make data-driven decisions & grow their business using PAMLAI best practices.

As a technology consulting & services company, we enable organizations (especially those born before the digital age), in becoming data-driven, by developing smart solutions using **PAMLAI** capabilities.

With the introduction of Einstein, Salesforce platform provides great capabilities for companies to better leverage their CRM data. We can advise, implement, & optimize those solutions using our data science and industry expertise. We help Salesforce clients maximize the power of their data to solve their most important challenges.

R Systems' AI/Advanced Analytics Jumpstart Pack for Salesforce helps customers gain experience and expertise in implementing data & analytics solutions in their organization. Our consulting approach occurs in three phases, where our team of experts will work with your technology, data, analytics, and business teams to align 3–5 year business goals with specific areas where AI/analytics can help.

Our Process

Phase 1:
AI/Analytics Use Case Identification

The Salesforce AI/Analytics Jumpstart Pack starts with our assessment offering called **Analytics Gym^R**.

This usually takes 2–5 days on-site & 1-week off-site (to formulate recommendations & documentations). Depending on the scope, it may include following resources from RSI's expert team:

- **Principal Data Scientist or BI Specialist –** For Analytics Use Case Identification, High-level Data Discovery and Advisory

- **Principal Data Architect/Engineer –** For High-level Data Discovery/Quality (as needed)

- **Principal Developer –** For Technology Advisory, Enterprise Application Systems (as needed)

- **Director of Client Services –** For Business Process or Advisory issues

During this phase, **R Systems' Experts** will interview identified key stakeholders from business, technology, data & analytics divisions in your organization. The assessment can focus on a specific department, but can also be done across the organization, based on availability & receptiveness of relevant stakeholders.

Per our experience & the information collected, we would recommend a promising set of short-term and/or long-term use cases.

At the end of this phase, you'll receive a detailed report on the key **findings**, along with our **recommendations**.

Out of the recommended use cases, 1 or 2 are selected for further investigation by leveraging your **existing data and infrastructure**.

These **data & analytics** projects are designed to drive enthusiasm, awareness, and know-how within your Organization leveraging data in Salesforce.com and Einstein capabilities, thus helping you enhance your journey to be **data-driven**.

Here are few horizontal use cases where each depending on the context and data, require detail customization:

AI, Data & Analytics

- **Visualizations & Dashboards –** To better track understand, and communicate key metrics, trends & relationships of customers (Marketing, Sales, Products & Services & Customer Experience)

- **Customer Segmentation, Behavioral Analysis & Personalization –** (Re)Segment the customer base specially using behavioral data, and grow it by attracting new customers (Marketing, Sales, Products & Services and Customer Experience)

- **Attrition Analysis/Modeling –** Reduce attrition, thereby promoting the organization's net customer growth (Marketing, Sales & Product/Services)

- **Text Analytics and NLP for Voice of Customer (Intent & Sentiment) –** Deepen relationship with existing customers (Customer Experience & Sales)

- **Self-service Channels using Bots –** Focus on what matters the most by freeing-up engaged resources managing low-yield tasks, & align them to improve customer satisfaction (Customer Experience)

- **Digital Channel Analysis –** Leverage search, email, social, video & mobile to reach a large customer base and to know them better (Marketing, Sales & Customer Experience)

- **Behavioral Propensity Modeling –** E.g. identify cross-selling opportunities across product lines (Marketing & Sales)

- **Image/Video Analytics –** Customer insights, Brand tracking, social customer service from images (Marketing & Service)

- **Omni-channel Experience –** Deliver a seamless customer experience across all touch points, by integrating various channels (Customer Experience)

Phase 2:
Data Discovery & Scoping

A deep data discovery & project scope assessment will be done for 1–2 selected use cases. The data discovery is focused on identifying & understanding relevant data for analysis and the development of models, related to the selected use cases. Based on the data's state, this phase may take up to 2–4 weeks on-site & off-site to document findings and providing a scope of work.

Based on an organization's specific needs, following expert resources from R Systems will be involved:
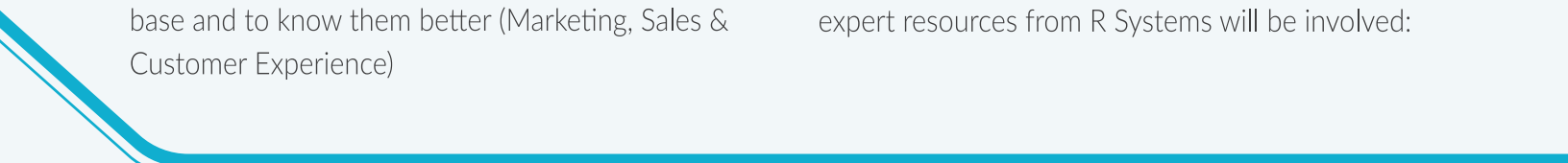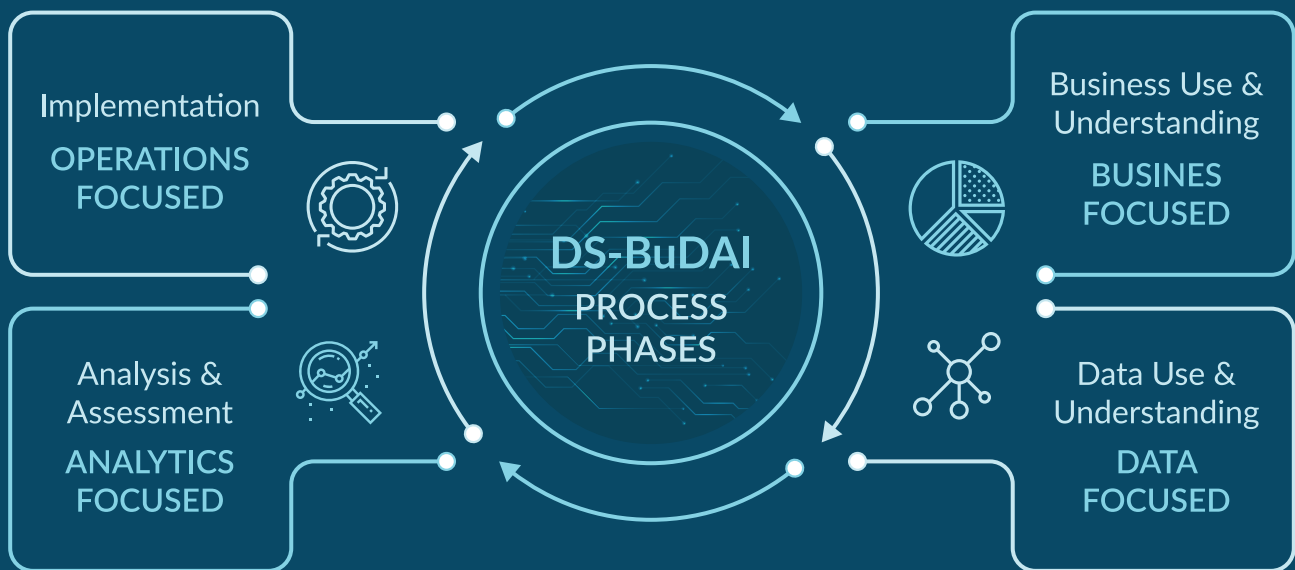
- **Lead Data Scientist/BI Specialist –** For Analytics/Relevant Data Identification/Problem Formulation

- **Lead Data Engineer –** For Data management, Access, and Quality Assessment

- **Lead Enterprise Application Developer –** For Technology Advisory, for Enterprise Application Systems (Optional, and dependent on specific needs)

At the end of this phase, we'll create a detailed data discovery, analytics approach, and scope of work document that outlines the cost estimates, general approach, and deliverables of the PoC/project.

Phase 3:
Project Development & Delivery

We use our proprietary agile data science & development methodology — DS-BuDAI at each step of our engagement, from assessment to development and delivery. All phases require active involvement of an organization's resources (different for each phase), working in synergy with RSI Experts.

Implementation
OPERATIONS FOCUSED

Business Use & Understanding
BUSINES FOCUSED

DS-BuDAI
PROCESS PHASES

Analysis & Assessment
ANALYTICS FOCUSED

Data Use & Understanding
DATA FOCUSED

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