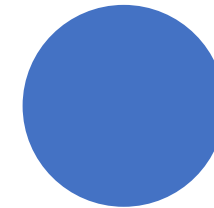




- Enterprises collect and analyze large and complex customer activity data.
- With Manual rules based solutions - large number of customer experience issues and opportunities go undetected or unresolved which accumulates overtime leading to business performance issues ( high sales call failures).
- Intelligent analysis of customer activities from POS, surveys, customer experience issues along with application and resource performance and failure - provides clues for business performance issues like sales call failure rate.

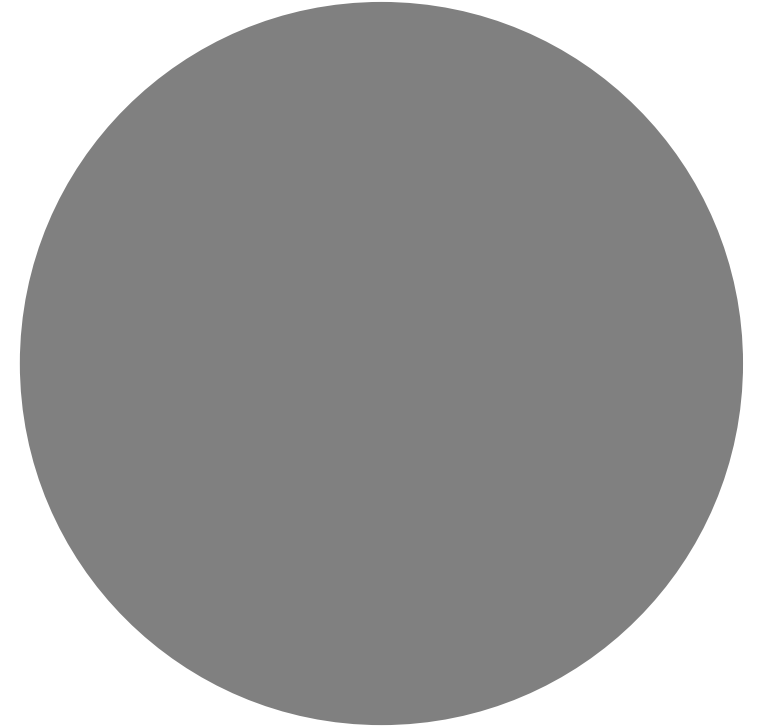
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# Customer Data Analysis Challenges





- Managing and maintaining - large and complex environment of application and resource.
- A typical environment involves analysis of data from thousands of application and resource types and relationships.
- Manual rule based solutions generate large number of false alarms and large percentage of customer experience issues go undetected leading to long term impact on business performance like sales call failure rate.



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## Operational Challenges



## RIS AI solutions

RIS expert review based AI solution helps to reduce % of unresolved issues, automate repeat issues identification, root cause analysis and resolution.

- - Analysis for failures.
- - Analysis for abnormal performance.
- - Analysis for business performance impact.