



Of interest to:
Sales, Marketing, Client Services

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AI Enabled Customer Interaction

Increase customer engagement, targeting, retention and conversion through Machine Learning

Background

Customer churn and retention is an ongoing challenge for many service providers. This is especially the case for telecommunications services in the first 90 days of a cellphone service.

Solution

ADAPT developed an AI engagement prototype that harnessed statistical and machine learning techniques to provide insight and evidence to drive personalised interactions for customers as they journey through their first 90 days of a new contract with their mobile service provider.

Enhancing the customer profile as they move through the sales lifecycle, leveraging all available demographic, product and engagement data associated with the individual, creating a personalised engagement experience for each customer.

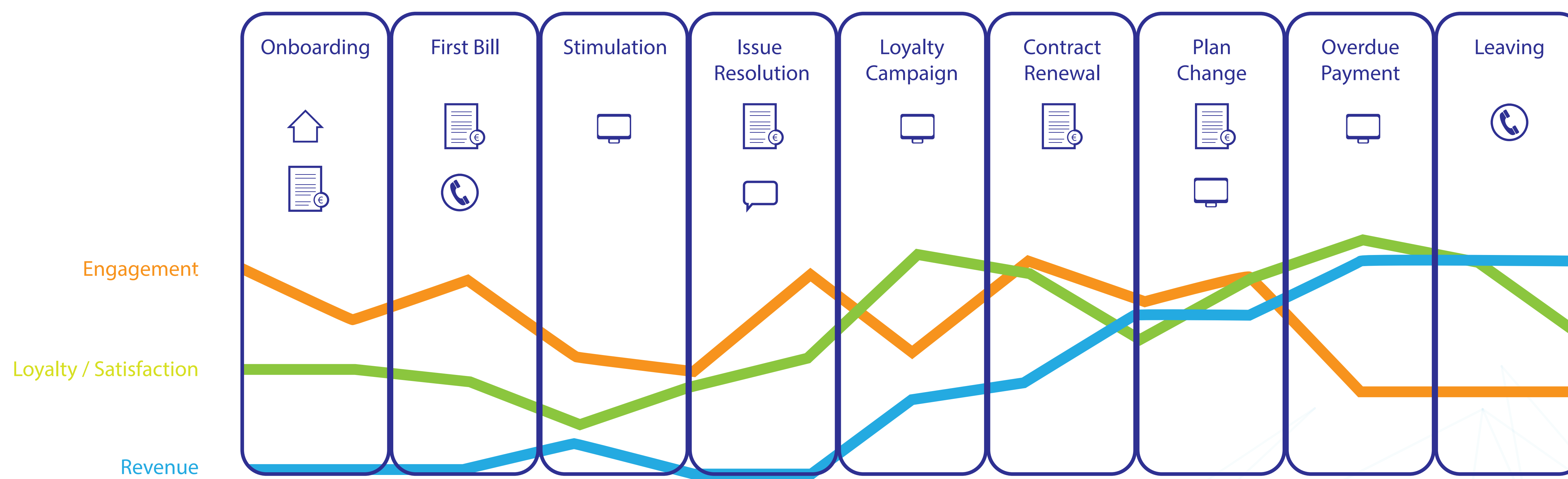
Challenge

- Generate customer behaviour insights from user interactions across multiple digital touch points (voice, email, messaging channels, marketing campaigns, alerts/notifications)
- Use generated insights to personalise the interaction with customers

Inputs: Customer data such as demographics, service use and campaign interactions.

ADAPT Technology: Case Based Reasoning and a modified version of k-nearest neighbours (KNN) model, a deep learning method for data classification.

Outputs: A customer's utility score at each interaction point is predicted, informing the organisation of the next best interaction.



Results and Benefits

- A data driven customer engagement prototype
- Improved customer journey, pre-sale conversion and post sale retention
- Automated management of bespoke customer communications across billing, client services, fulfilment and product offerings resulting in reduced churn, better retention and brand loyalty

Use Cases

Any goal based customer journey can utilise this, for example:

- Financial services - insurance, wealth and asset management
- Fintech - consumer applications
- Media - Netflix, Spotify, on-demand applications
- Education: personalised coaching and learning
- Health - digital therapeutic exercise

Matthew Nicholson, Dr Alfredo Maldonado, Prof John D. Kelleher and Jim Hannon
To learn more about innovative ADAPT technologies, contact: collaboration@adaptcentre.ie

