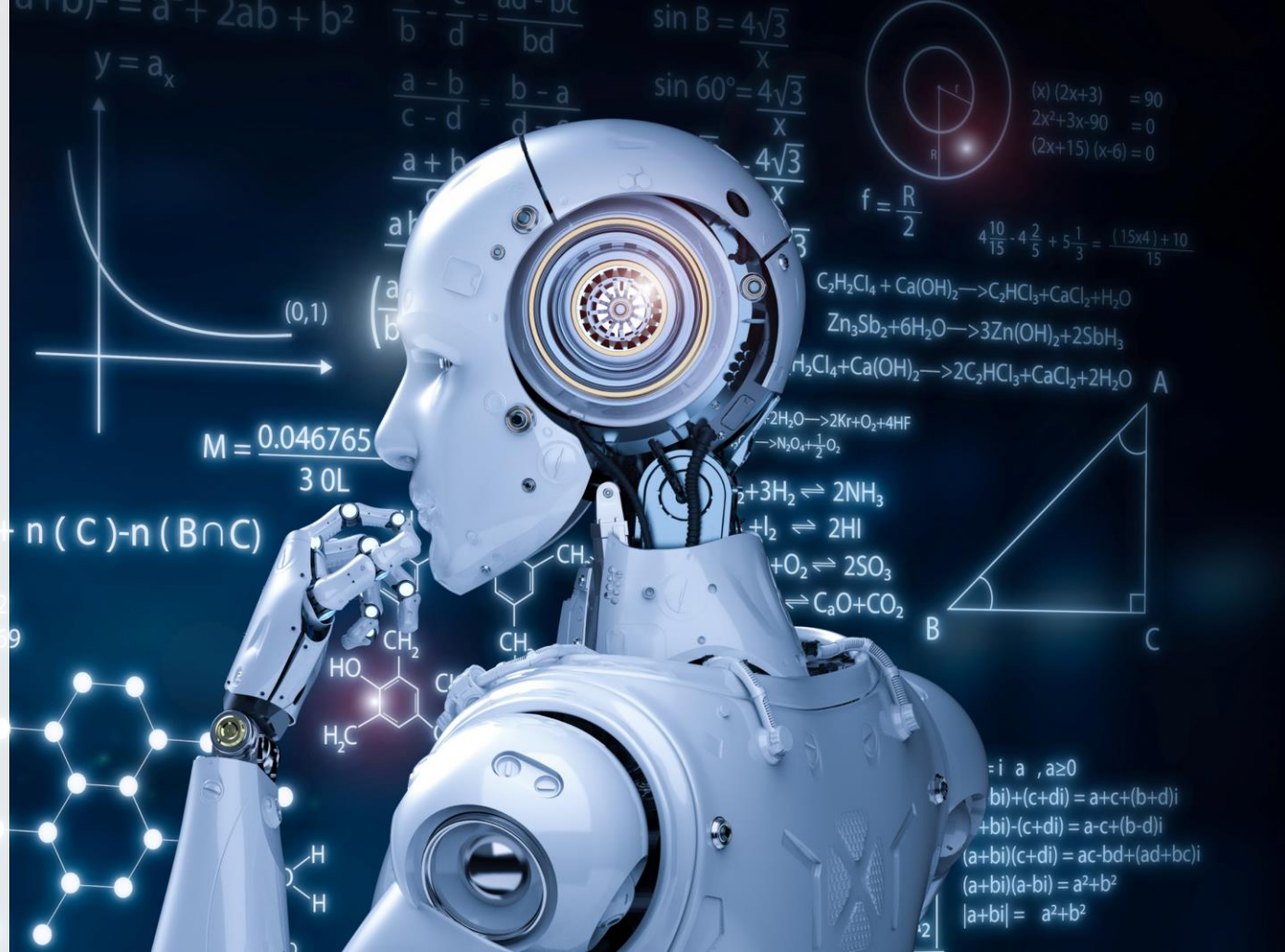


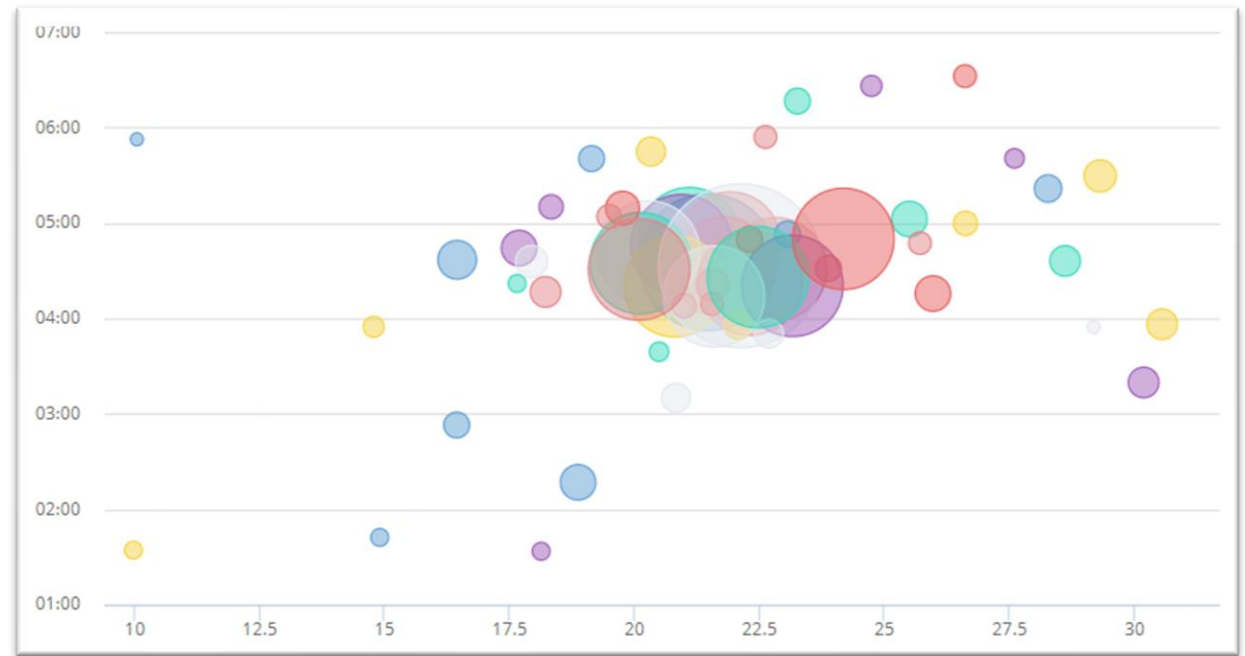
Advanced
VoiceAnalytics
helps customers identify
and remedy **Potential**
PCI Compliance Breach



What is Predictive Analytics

What is predictive analytics and how can it support my contact center? This is a question we actually hear a lot. And that is interesting, as it is also one of the most searched topics in Google.

Xdroid's Predictive Analysis module, based on artificial intelligence, can perform analysis across all conversations to identify trends and patterns in the analytics data. This is especially important for conversations that ended with a customer starting legal actions or for fraud attempt related conversations, etc.



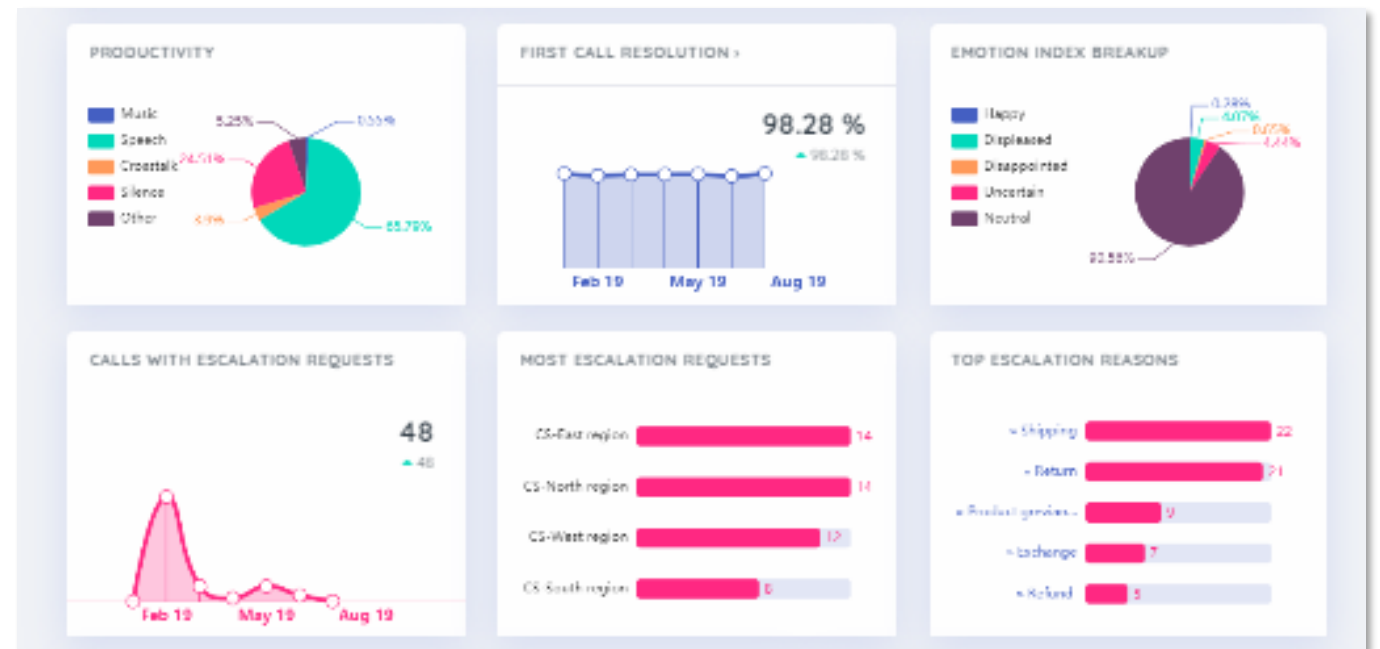
How it Works

Xdroid's PredictiveAnalytics helps to recognize the factors that played a crucial role in the conversations that ended badly. It takes CRM data and speech characteristics into account, as well as complex relationships that, without MachineLearning, would be left uncovered.

The system will automatically generate rules that can be applied to new conversations, and alerts which can be set for conversations that meet these criteria, so that the right people can be notified in time and can take appropriate action.

With this approach, new conversations that show a particular trend can be identified far more efficiently.

For instance; when 5% of the customers have cancelled their contract in a week, machine learning will identify the difference in patterns between the 5% "negative" and 95% "positive" calls.



How it Works

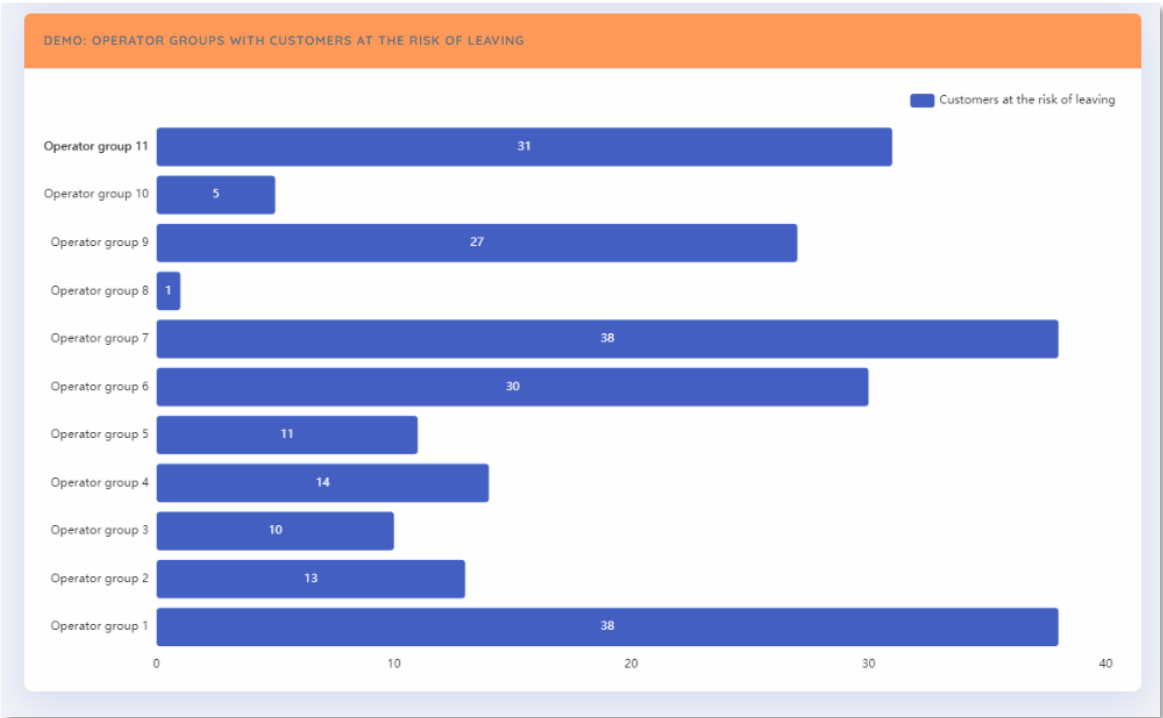
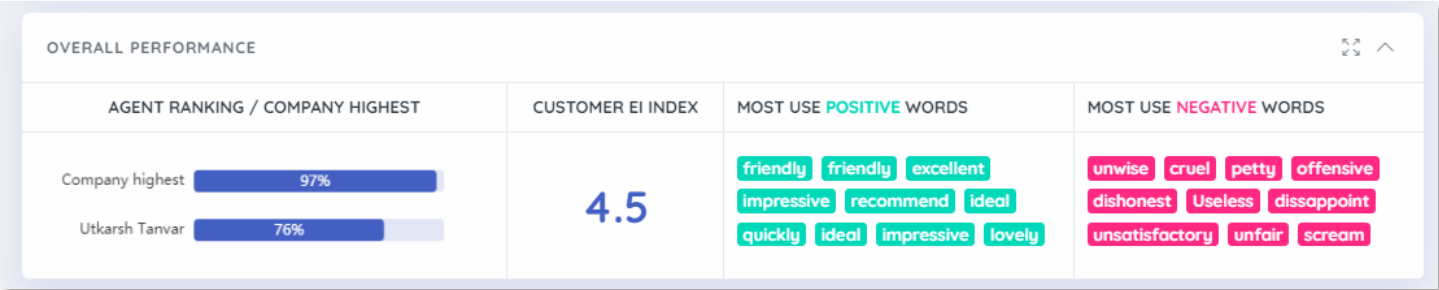
The machine learning module will analyze and show that a subset of the calls meets certain criteria like; the length of a call, emotion index level, keyword hits, etc. and it will also show that 10,8% of this group of customers ended up cancelling their contract.

This means that when a new conversation meets these rules, the likelihood that this call will also end up with the customer cancelling the contract is 10,8%. Which is 2,16 times higher than the average of 5%.

By combining multiple rules, machine learning can achieve even higher efficiency, so predicting the customer's behavior is even more accurate.

The platform's alerts function can be assigned to these rules to notify the right people in time, so they can take appropriate action.

Contact centers can easily and quickly get an idea of what factors play a key role in certain behaviors or events, like contract cancellation or Net Promoter surveys.



About Xdroid

Request a
personalized demo

THE
TRUTH
WILL
SET YOU
FREE

Xdroid is an independent, privately-owned software development company. This enables us to respond to changes quickly.

We believe that the truth will set you free

Our Artificial Intelligence solution, based on deep expertise, will reveal the truth about your customer interactions.

Analytics knowledge is the backbone of our development team.

Years of experience in developing high tech software for contact centers of financial institutions, utility companies, telecom operators, etc give us an incredible edge.

Start creating your success by understanding the truth.

We help you predict and anticipate in an uncertain and turbulent environment.

Let the truth set you free.

