

Big Data

Analytics, Visualization and Beyond

About Ramyam

- Ramyam Intelligence Lab founded in 2010, is a Customer Experience Management Solutions Company.
- Enliven CEM® is the next generation CEM product for Telecom, Retail, BPO, Travel & Leisure and Banking space.
- Customer Experience Management Processes
 - US Patent No.: US 13/886484
 - India Patent No: 2126/CHE/2012
- Karnataka Innovation Council 'Amulya 2012 Certification of Appreciation for the innovation (Patent filed category)
- Frost & Sullivan placed enliven CEM in Analytics Quadrant as a dark horse with Wide and Emerging Focus in the Product Excellence Matrix during October 2013
- Deloitte has published a case study mentioning enliven CEM as the BPM tool for CEM processes in its report "BPM 2020 – A Roadmap for India"

Enliven CEM®

- In depth CUSTOMER Insight, Actionability to improve EXPERIENCE, Last Mile MANAGEMENT to deliver through preferred touch points.



- Enliven CEM® manages customer experience and engagement by allowing service providers like Telcos, Banks, Retail, online ecommerce companies to deliver Next Best Actions (NBAs) directly at customer touch points and take Internal Actions(Business Actions) with relevance and context.
- Enliven CEM® can manage with each and every customer of service providers, be it in millions

Big Data

- For years, the service providers accumulated huge data about their customers (viz., profile, transactions, interactions, issues), which is hidden in heterogeneous systems in varied formats.
- The data is both in structured and unstructured form and of late includes Social media and Video formats too
- Telecom: Call Data, Internet Usage Data, SMS Data, Billing Data, Profiles, CRM Data including Issues and so on.

Big Data Analytics

- The data coming into the business are very disparate and unconventional. Making sense of the whole thing and giving them a context is what is important.
- Big data being voluminous with billions of data sets is difficult to process using most relational database management systems and desktop statistics and visualization packages.
- Big Data Analytics is the process of Collecting the data from multiple systems, Normalizing the data, enriching it to derive meaningful inference, managing the mined data and processing.

Big Data Visualization

- How to view enormous data? – Through Visualization Tools.
- The visualization is a representation of how you are presented with the big data in a way that you can easily comprehend.
- Descriptive Analytics: Multiple visualization techniques are used to view the big data and infer information to derive meaningful insights into past performance of the business function.
- Predictive Analytics: Big Data Visualization is extensively used across domains for predicting the future trends based on historical data.

Beyond Visualization

- What to do beyond visualization? - Actionable Intelligence can be applied to make informed decisions
- Prescriptive analytics: Understanding the big data and applying mathematical and statistical models, rules, algorithms and external data sources to predict future outcome of an event and suggest actions to be taken
- Customer Experience Management is combination of predictive analytics and marketing efforts to enhance the customer's experiences to superior levels.

Big Data in Action

- Big data holds the key to the critical information an organization needs to attract and retain customers, grow revenue, cut costs, and transform business.
- The challenge lies in how that data is managed and analyzed for the best return on investment (ROI) as well as serving the customers better to retain them as well as gain their advocacy.

Big Data in Action

- Using marketing analytics for new market entrants and change in state regulations
- Revealing hidden insight from existing data sources
- How to tailor propositions, messages, and pricing to optimize success rate and revenue impact
- Generate new revenue streams through service-based data offerings and 3rd party co-initiatives
- Effectively manage and reduce the amount of price plans, increasing profitability and cost of operations

Next Best Actions with Prescriptive Analytics

- Next Best Actions in many areas including
 - Customer Life Cycle Management
 - Personalized Services
 - Loyalty Management
 - Churn Management
 - Campaign Management
 - Cross sell/Up sell

Big Data Visualization – Device Intelligence use case

What are the,

- Devices Ageing in Market
- Devices Ageing with Subscriber
- Devices' Impact on Network
- Service Utilization matrix with Device
- Campaigns tied with OEMs / Distribution & Penetration Analysis
- Devices' Bundling with Price plans

Big Data Visualization – Device Intelligence



Beyond Visualization – Next Best Actions

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