



Solution Brief: CTI's Next Best Action Platform

The Challenge: Next Best Action Needs an Intelligent Data Platform

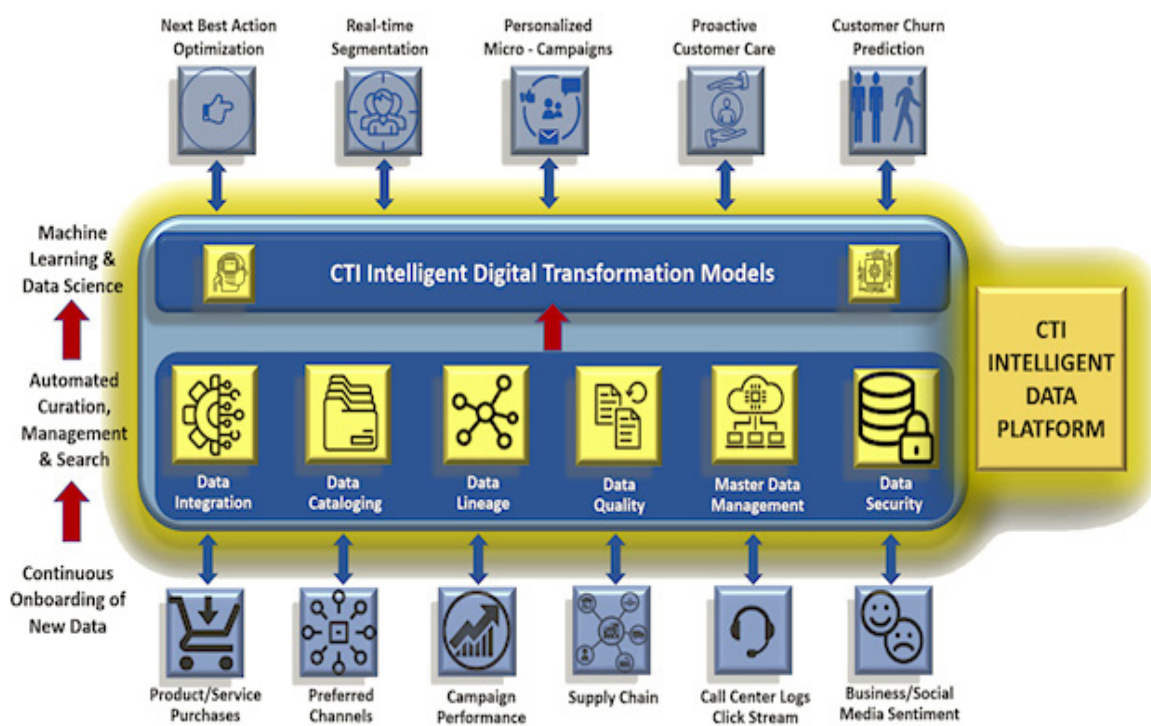
Organizations race to fuel their digital transformation with Next Best Action, Next Best Experience, and Next Best Offer analytic engines with mixed results. User insights have been described as little more than common sense, and can be “misleading” and have concluded that solutions need to provide more business value.

These organizations should ask stakeholders to define the data that drives next best actions. Many of them are highly complex, with data sourced from warehouses fed by other systems, however with a minimum of data management, matching and lineage. Many results are off target because they are based only on historical look-back information.

A more complete customer data set is necessary, but if unmanaged will contain overwhelming amounts of un-curated messy data that will drown analytics engines. It may contain contradictory and time dependent data that may lead the recommendation astray. What is required is a system that leverages machine learning to serve up Next Best Data (NBD) for each unique customer from a big data set that is not just historical.

The CTI Intelligent Data Platform for Recommending Next Best Action

Our intelligent data platform delivers actionable recommendations for a personalized customer experience driven by AI and machine learning.



From a complete identity and relationship graph of the customer and related data, Next Best Data utilizes analytics and machine learning to determine the context of the usage; it then presents only relevant data for the moment and for the specific interaction that is occurring. Our intelligent data platform provides a persistent solution for unifying customer information across many different sources and channels. Solutions built on our platform allow you to act on AI-powered intelligence to recommend the next best relevant, contextual customer engagement.

CTI's Intelligent Next Best Action Platform

BUSINESS VALUE	BENEFITS OF AN INTELLIGENT DATA PLATFORM
All data is data constantly curated and searchable	Brings together transaction, interaction, and other data types and manage billions of records across all data source.
More enlightened reasoning	Infers customer attributes, attitudes, lifecycle events, and more from unstructured data using NLP
Broader customer perspectives	Presents multiple unique perspectives of the customer and view data differently according to business needs
Automated synthesis & contextual matching	Links customer data and create relationships using machine learning, right out of the box
Better insight into complex relationships	Visualizes relationships, households, social networks, and B2B hierarchies at scale using a graph data store.
More precise recommended actions	Delivers actionable insights and next best recommendations to users via a rich user interface or an API

Let Us Help You Get Started

We offer a collaborative and consultative approach to developing a top-down definition of your customer's lifecycle and bottom-up understanding of the underlying customer data ecosystem. The analysis will identify initial gaps or areas for improvement throughout the customer journey. Our discovery process will provide a Customer Journey Roadmap that will identify and detail gaps and suggest how to begin the journey towards achieving a holistic view of your customer.

We start working with you to document and establish goals. The outcome of our process and methodology generates:

STEP 1 CUSTOMER UNIVERSE DISCOVERY	STEP 2 CUSTOMER DATA DISCOVERY	STEP 3 CUSTOMER JOURNEY REPORT
<ul style="list-style-type: none"> The scope of the roadmap project 	<ul style="list-style-type: none"> Member data ecosystem diagram 	<ul style="list-style-type: none"> Gaps and Opportunities
<ul style="list-style-type: none"> Identify key participants 	<ul style="list-style-type: none"> High level customer data capabilities 	<ul style="list-style-type: none"> Customer Journey Report
<ul style="list-style-type: none"> Organize discovery sessions 	<ul style="list-style-type: none"> Lifecycle to system mapping 	<ul style="list-style-type: none"> Executive Summary and presentation
<ul style="list-style-type: none"> Create customer discovery brief 		
<ul style="list-style-type: none"> Document the customer lifecycle 		

Your roadmap will be developed with a focus on utilizing a lean project approach, ensuring recommendations will increase efficiency and profitability. If implemented, you will begin to unlock intelligent workflows and actionable financial insights that your organization needs.

The CTI Intelligent Customer Data Platform

The CTI Intelligent Data Platform transforms vast amounts of customer data to provide compelling insights. Innovators can uncover, experiment, and collaborate on new approaches to improving the customer experience. We accomplish this by applying innovative data science, machine learning, advanced analytics, and next-generation data governance technologies to all available sources of customer data.

Our solutions delivered on this data platform allow organizations to know their customers better, identify untapped opportunities to improve service, and deliver incredible outcomes. CTI ensures that data is appropriately managed, secured, and governed as a reliable, trustworthy, high-value asset fueling innovative solutions and business value at scale.

CTI Customer Engagement Solutions & Consulting Services

Our consultants help marketers reinvent their customer's experience and serve them better by providing personalized experiences powered by our intelligent data platform technologies. We'll help you unlock all the potential of your customer data, by unifying different data sources that all contribute to building and modeling a holistic customer view. We will work with you to deliver comprehensive and consistent customer insights by integrating information across channels and throughout your entire marketing stack.

About CTI

For 25 years, CTI has consistently delivered on our promise to give our clients the solutions they need to excel and improve their company's performance. We strive for amazing outcomes for our clients, team members, and communities. Our employees consistently deliver what many other companies can only claim: Data and Analytics solutions with a direct benefit to the business. We understand that our clients have choices and that their trust is earned. We partner with them to provide high-quality services at fair value. Below is a sample of our over 400 clients.