

XP AutoML

Uncover hidden insights with Automated Machine Learning

Machine Learning (ML) gives computers the ability to learn without being explicitly programmed. ML processes large volumes of historical data to extract data patterns (ML model) associated with observed outcomes. The ML model can then be used to predict outcomes based on new data, such as customer profiles and history of activities. **XP AutoML** reduces the effort and time required to create the optimal ML model by automating most of the ML process steps, **enabling non-experts to successfully apply ML techniques and models to real-world problems.**



Key Benefits

According to a 2018 Aberdeen report, a contact center's ability to use machine learning to **uncover hidden trends and insights** can result in significant increases in:



Positive mentions through social media channels



Customer satisfaction



Company revenue



Customer lifetime value



Agent performance metrics

Leveraging AutoML for Customer Care

Reduce operating costs, enable predictive decision making, reduce reliance on mid/high-skilled labor, and accelerate speed to market. Use cases include:

- **Security**—Enhance security risk assessment based on multiple factors, reduce AHT, and improve CX.
- **Customer Service Automation (VA, IVR, bot)**—Optimize interactions based on customers' intent predictions, provide business intelligence, serve customers in the right channel, analyze sentiment, appropriately route interactions, and improve containment.
- **Next-Best Action**—Understand journey patterns, offer the optimal product or advice, prevent churn, and improve retention.
- **Contact Center**—Match the right agent to each caller; target customers based on context, demographics, and behavior; provide a 360-degree view of the caller; optimize the work force; rank agents; route callers, and utilize messaging bots.

Fast-Track Your Cognitive Engagement

Concentrix XP AutoML enables AI for any Concentrix solution, for maximum flexibility.

The XP AutoML model builder is an intuitive GUI that walks you through the process of building Machine Learning models. It completely automates the building of models without the user having to know the complexity of AI. Once data is available, a business analyst or software developer can use XP AutoML to produce Machine Learning models within days. These models can be based on business parameters such as cost and revenue.



5X to 10X Productivity Gains

- Improve model creation from 4 weeks to 3 days
- Reduce test processing time from 16 to 2 hrs.
- Increase model accuracy and productivity by 10x



33%+ CX Improvement

- An insurance customer improved customers who get optimal price from 300,000 to 400,000
 - Improved Personalization
 - Improved service quality & awareness of future trends



2X Risk & Cost Reduction

- Insurance company in the US Identified 2/3 of customers will churn before they churn
- A bank doubled the propensity to buy from its customers
- Shortened and more accurate credit scoring process



25%+ Sales & Marketing Improvement

- A telco improved its conversion rate by 300%
 - Increased purchase rate by 3.5% in first month
- Marketing firm: Improved mail open rate by 14%
 - Mail Click rate by 24%
 - Increased ticket sales by 83%

Why Concentrix?

- **Easy-to use GUI Wizard** enables exploration of data and building models
- **Empowers business analyst and developers** with AI
- **Does not require data science and complex algorithmic knowledge**
- **Models can be developed in days** once data is available and “sanitized”
- **Models can be linked to business outcomes**, such as cost and revenue
- **Industry-standard REST API** provided to enable models within applications
- **Cloud-enabled** – Can deploy and run in private and public cloud environment

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