



Applying ARTIFICIAL INTELLIGENCE to the CUSTOMER JOURNEY

Applying business intelligence involves
more than just having the right expertise:

IT ALSO REQUIRES BEING ABLE TO MAKE SENSE
OF AVAILABLE CUSTOMER INFORMATION AS A WHOLE



Why treat all customers from a given business segment the same?

How to predict their behavior when weighing up a commercial venture?

How to improve operational process KPIs by drawing on all the information to hand?

These are all frequently asked questions that teams dealing daily with customers
are all too well acquainted with.

Here at Sigma we offer products which can be applied to CRM/ERP and which are geared toward helping marketing teams work smarter and more effectively by drawing on available customer data via cutting-edge Artificial Intelligence technology.

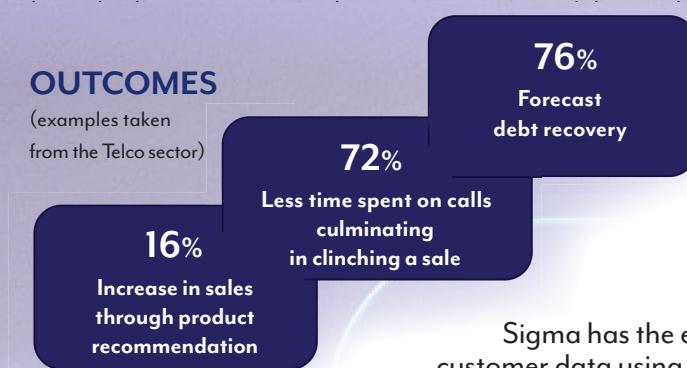




SigmaBI assists in identifying target clients in accordance with their receptibility via an in-depth “customer journey” analysis for each, in order to get the most out of the main KPIs, such as conversion or churn rates:

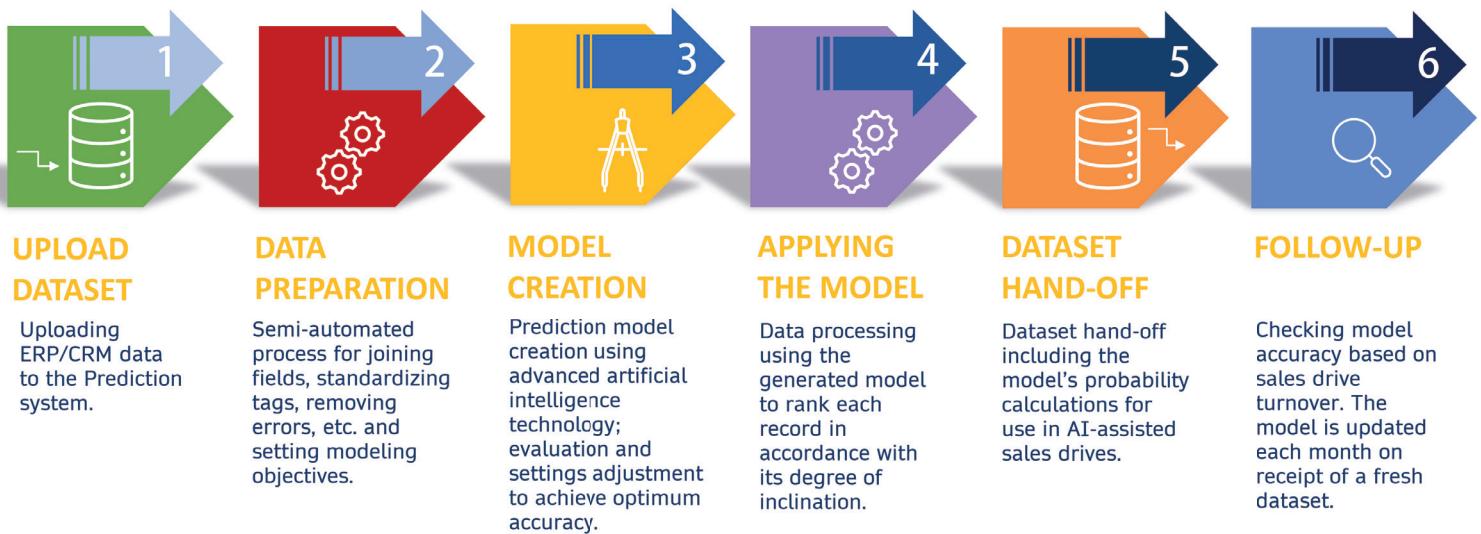


It uses anonymized customer databases to build prediction models that rank items by degree of probability, thus aiding business decisions.



Where do we get prediction models, and how are they applied?:

Sigma has the experience, resources and tools needed to sort through and prepare customer data using a range of access methods, and thus to generate prediction models in a straightforward manner requiring no artificial intelligence knowledge.



SigmaBI comes either as a **service-based application** (integrated online with the customer database for providing real-time model predictions), or as a **file transfer-based application** (via a probability-ranked data dump from the database). Models are updated at intervals as customer data increased prediction effectiveness and domain suitability progresses.

Installation may be performed on customer servers or in a private cloud-based environment. Sigma is committed to information security and privacy, which is why we are 100% GDPR compliant and ISO27001 standard certified.

Get in touch with Sigma if you would like to equip your teams with powerful, advanced marketing tools which can be integrated seamlessly with your processes in order to improve KPIs, and we will study your case to find the solution that best fits your needs.

