

# ABeam Customer Analysis Service CRM Process Innovation with Self-learning AI Technology

The pace of digitization is increasing, and companies need to be able to make even better use of their data. Customer conditions are constantly changing, so companies have to understand their customers, leverage data, and swiftly implement necessary measures. Conventional data analysis and usage is both time and labor intensive, which results in lost sales opportunities for prospective and existing customers, and the inability to take sufficient measures to lose sales opportunity and prevent customer churn. Other issues arise with respect to analysis itself, such as insufficient skills, a lack of system infrastructure for performing analysis, and insufficient data to analyze.

ABeam Consulting uses AI technology to solve these business issues, accelerating the data analysis process and deepening understanding of customers, while eliminating the time loss before initiating customer approach, supporting optimal one-to-one service for customers.

## ABeam's Service Menu

We provide one-stop support for strategy proposal, business process formulation, infrastructure building, and business process operation aimed at producing enhanced CRM business processes using AI.



## Key Reforms offered by This Solution

In the past, analysis business process and predictive model creation were performed by veteran analysis specialists. Analysis business processes and CRM business processes tended to be divided, making it difficult to immediately apply analysis results to the actual business field. The implementation of AI technology has made it possible to reduce the time taken to initiate customer approach, automatically improve precision through the use of additional AI learning, and increase the productivity of business processes.

### High frequency sequential learning automatically improves predict precision

**Enhancement of Customer Understanding Using AI**

**Leveraging AI-based predictive models**

1. State-of-the-art machine learning algorithms and ABeam Consulting's unique, optimized analysis processes are used to greatly improve predict precision.
2. Sequential learning functions, which use measure result data as new input data, make it possible to always use high-precision predictive models.

### Reduction of lead time to application of analysis results to measures

**Systematization of Data Analysis Business Processes**

The systematization of optimized analysis processes makes it possible to immediately apply analysis results to measures, greatly reducing time loss for initiation of customer approach.

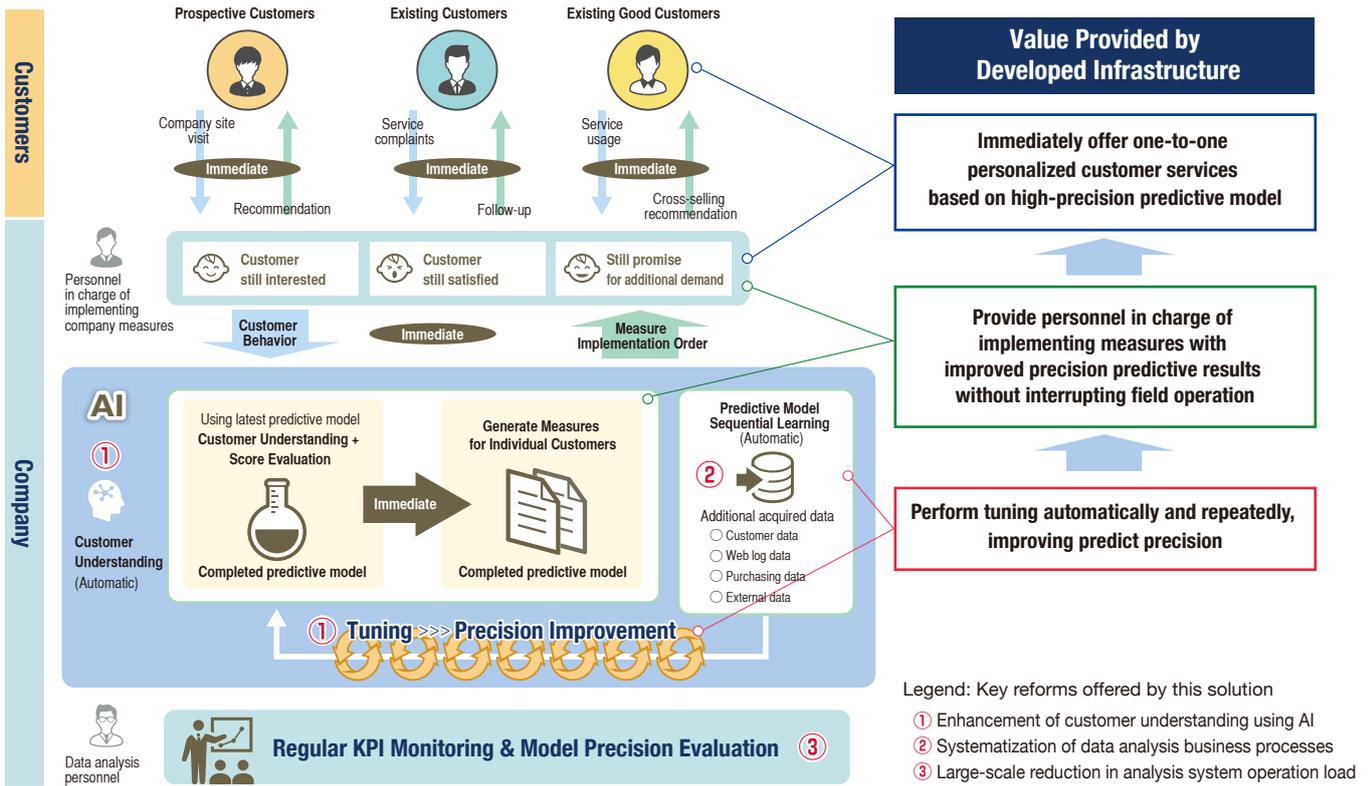
### Operation is possible even without advanced data analysis skills

**Large-scale Reduction in Analysis System Operation Load**

1. Automating analysis processes, including data cleansing, greatly improves work efficiency.
2. High-precision predictive model operation is possible even without permanent advanced statistical analysis experts.

## CRM Business Process Ideals

Ideally, in CRM business processes, personnel in charge of implementing company measures should dedicate themselves solely to customer approach business processes, and be capable of implementing approaches targeting individual customers based on channel, timing, and content recommended by high-precision predictive models.



## Deliberation Steps and Scope

A phasing approach is envisioned in which, first, data which is relatively easy to obtain and use is processed using AI to measure the effectiveness of measures, and then based on those results, full-fledged deployment and operation, including systematization, is deliberated on.

PoC	Build Environment	Operation
<p><b>Scope</b></p> <ul style="list-style-type: none"> <li>Predictive model creation &amp; precision verification</li> <li>Confirmation of possessed data model &amp; issues &amp; definition of To-Be system image</li> </ul>	<p><b>Scope</b></p> <ul style="list-style-type: none"> <li>Ideal business process design</li> <li>Data model/predictive model creation</li> <li>Build system environment</li> <li>Operation design</li> <li>Personnel training</li> </ul>	<p><b>Scope</b></p> <ul style="list-style-type: none"> <li>Pilot operation &amp; precision improvement</li> <li>Full-fledged operation</li> </ul>
<p><b>Work Overview</b></p> <p>Data possessed by the company is used to create a predictive model, and then verify feasibility and effectiveness.</p>	<p>The predictive model is used to design more advanced ideal business processes. Design and construction of overall system used to support business processes, data infrastructure, and operation.</p>	<p>The personalized customer approach begins to operate in the advanced ideal business processes using AI.</p>
<p><b>Representative Deliverables</b></p> <ol style="list-style-type: none"> <li>1. Verification report of predictive model precision</li> <li>2. To-Be data model image</li> <li>3. To-Be system image and architecture, including data encryption / decryption</li> </ol> <p>etc.</p>	<ol style="list-style-type: none"> <li>1. To-Be business workflow for PIC of customer approach</li> <li>2. System function list, system design document</li> <li>3. Overall data flow image, ER design document, data table definition document</li> <li>4. Implemented predictive model</li> <li>5. Operation manual for data scientist</li> <li>6. Trained data scientist</li> </ol> <p>etc.</p>	<ol style="list-style-type: none"> <li>1. KPI report such as increases in sales and number of customers</li> <li>2. Operating report of predictive models</li> </ol> <p>etc.</p>
<p><b>Environment</b></p> <p>Client environment or ABeam environment</p>	<p>Client environment</p>	<p>Client environment</p>
<p><b>Period</b></p> <p>3 to 4 months</p>	<p>5 to 6 months</p>	<p>—</p>