



Analytics & Insights  
Practice

# OUR PORTFOLIO

30<sup>+</sup> Years of  
Service  
Excellence



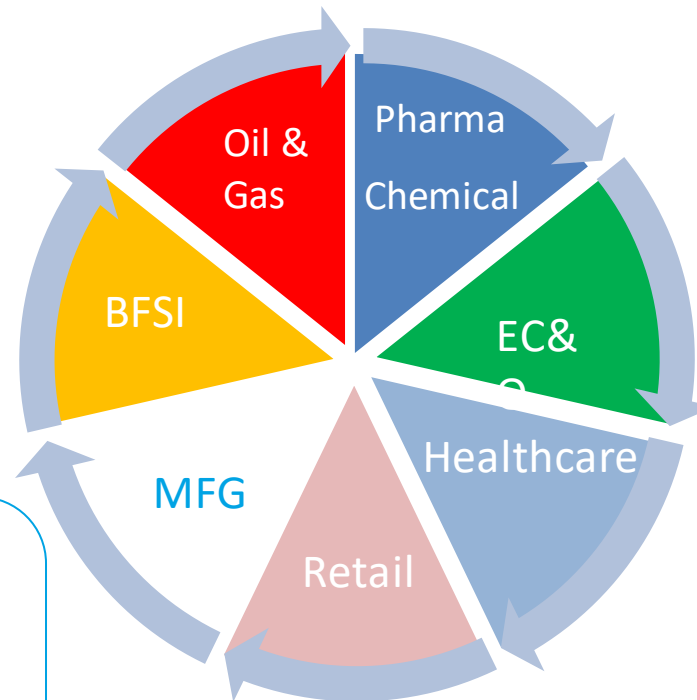
Our thematic offerings evolve from our core areas of expertise namely Data enrichment & Insights

## Staff Augmentation

- Functional Experts
- SAP related skills
- BI related skills
- Data Engineering & Data Science
- Full Stack skills
- Java related technologies
- .NET related technologies
- RPA related skills

## Managed Services

- 24x7 Production Support
- Monitoring
- Enhancements
- Verification & Validation services



## Management Consulting

- Virtual CIO
- Virtual CISO
- Virtual CDO
- IT Strategy Consulting
- Digital Strategy Consulting
- BI Readiness Assessment
- Data Quality Assessment
- COE Conceptualization

## Application Development & Program/Delivery Management

- Development of BI, Analytics, AI, ML applications
- Development of RPA applications
- Development of OLTP applications

# Analytics & Insight Service Offerings

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## Consulting Services

- ✓ BI Readiness Assessment
- ✓ BI Tools Standardization
- ✓ BI Modernization
- ✓ CoE Advisory
- ✓ Data Quality Assessment
- ✓ Third Party Program  
Mgmt
- ✓ Reverse Engineering

## Application Management

- ✓ 24x7 Production Support
- ✓ Monitoring
- ✓ Enhancements

## Customized BI Development

- ✓ BI Architecture Design
- ✓ Data Modeling
- ✓ ETL & ELT Strategy
- ✓ Analytical Reporting
- ✓ Performance Management

## Analytics

- ✓ Customer Analytics
- ✓ Collection Analytics
- ✓ Up Sale Analytics
- ✓ Asset Monitoring
- ✓ Risk Analytics
- ✓ Text Analytics
- ✓ Speech Analytics

# BI Readiness Assessment

30<sup>+</sup> Years of Service Excellence



## Approach

Organization Needs

Business Needs

Information Architecture

Technical Architecture

Planning And Methodology

Investigation

Gap Analysis

Solution Analysis

Recommendations

## Deliverables

Key Gaps and Recommendations

Feasibility and Organization Realignment

High Level Architecture (Alternatives)

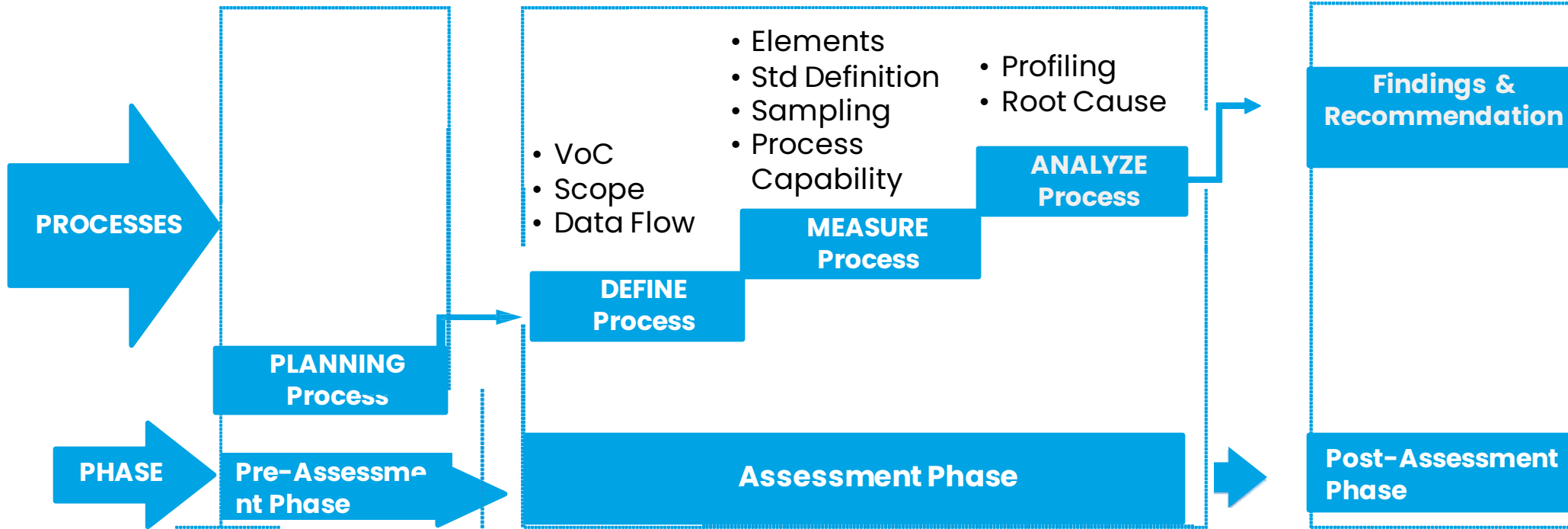
Recommended Tools & Technology

Data Warehouse Development Roadmap

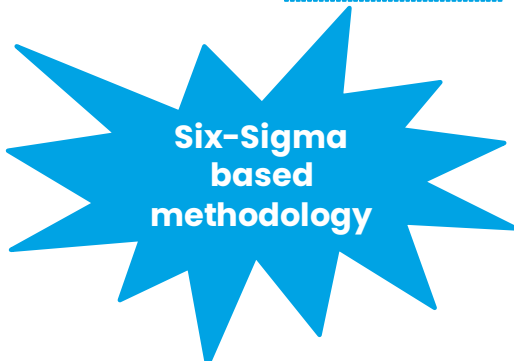
Recommended Implementation Plan

Roadmap

# Data Quality Assessment Model



- Elements
- Std Definition
- Sampling
- Process Capability
- Profiling
- Root Cause
- VoC
- Scope
- Data Flow



## Top DQ Issues

- Duplicate Records
- Unavailable Elements
- Inaccurate Transactions
- Inaccurate Customer/Supplier Profile

## DQ Measurement

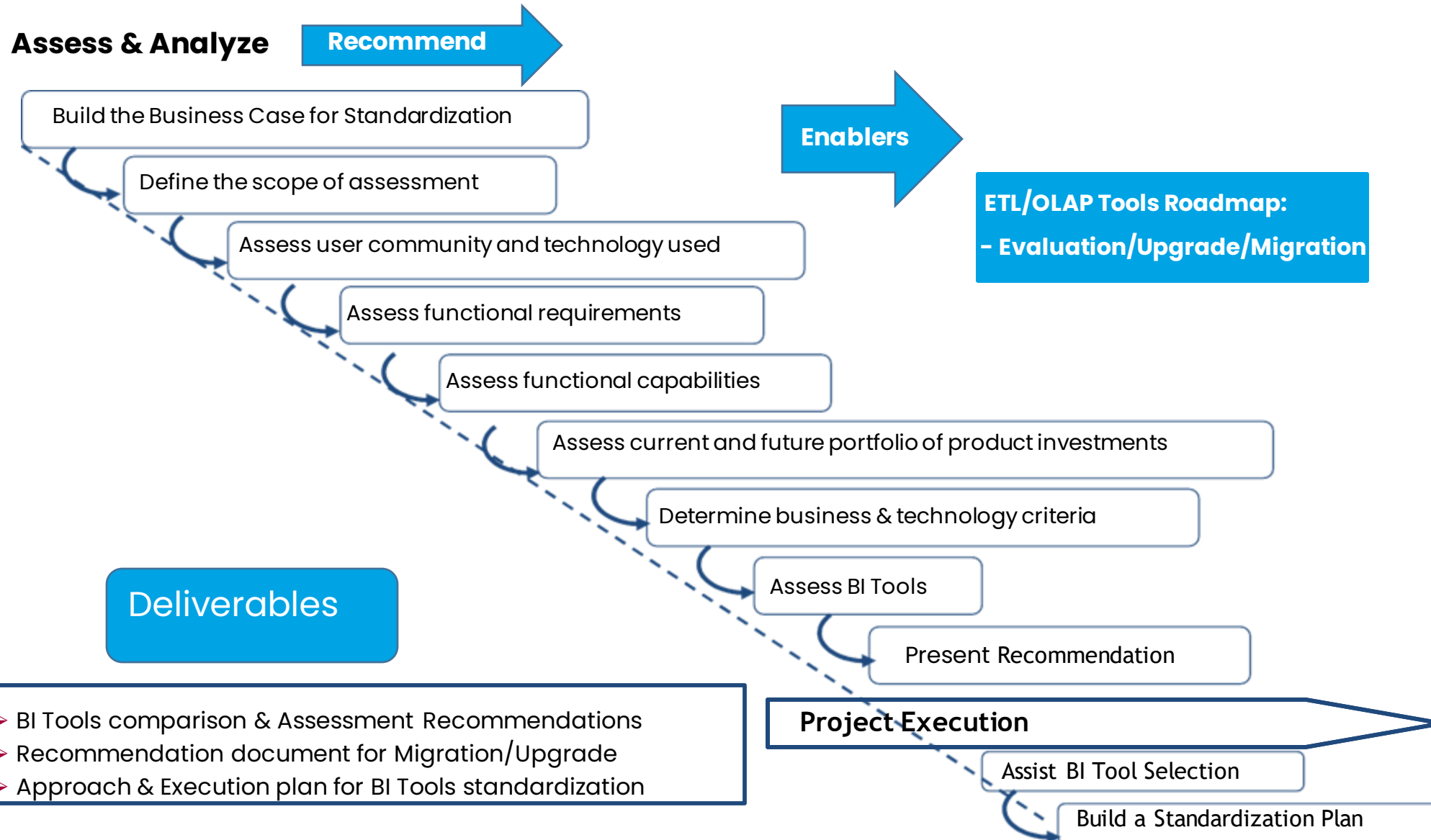
- Completeness
- Record Duplication
- Data Reconciliation Issues
- Unexpected Entries
- Internal Inconsistencies
- Inconsistent Field Use

## Addressing DQ Issues

- Manual Review
- Internally Developed Tools
- Vendor Supplied Profiling Tools
- Service Bureau
- Business Process Reengineering

# BI Tools Standardization Roadmap

30<sup>+</sup> Years of Service Excellence



# Our Analytics Offerings

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## Customer Analytics

- Single Customer View
- Demographic Profiling
- Lifecycle: Acquisition, Affinity, Assessment, Attrition
- Loyalty/Rewards
- Feedbacks & Surveys/VOC

## Desktop Analytics

- Agent Productivity
- IT Infra utilization

## Operation Analytics

- Production Metrics
- Capacity Planning
- Supply Chain
- SLA & TAT
- Employee Productivity
- Costing
- Quality Aspects
- Forecasting

## Text Analytics

- Email Analytics
- Social Media Analytics

## Our specialized focus areas are:

1. BFSI
2. Retail
3. Manufacturing
4. Telecom

## Speech Analytics

- Sentiment Analysis
- Keyword spotting
- Call Compliance
- Fraud detection
- VoC
- Real time Analytics

## Risk Analytics

- Origination
- Portfolio
- Delinquency
- Net Flow Analysis & WAS-IS Report
- Loss Forecasting: NCL, W/Off Accounts

## Collection Analytics

- Bucket Analysis
- Collection Strategies: Queue, Allocation, ACR
- Calling Strategies

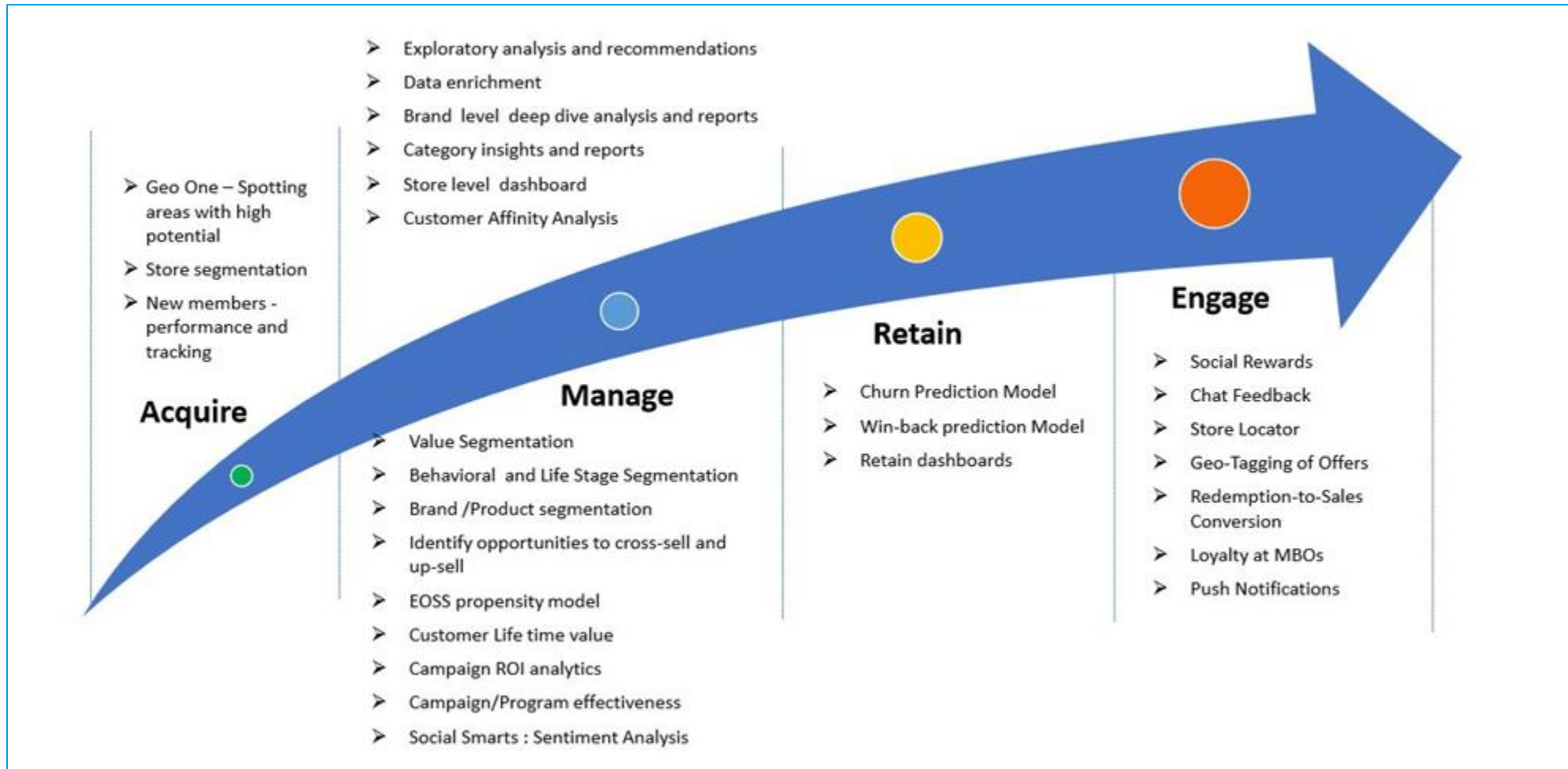
# Customers Analytics

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## We help businesses

- ACQUIRE customers intelligently, RETAIN them optimally,
- MANAGE them profitably and ENGAGE them constantly





# Collection Analytics

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## Conversion Propensity

Predictive models that identify leads / customers with the best chance of conversion.

## Contact Optimization

Adds How Many to target, When to target, How to target. What spiel / tonality for what segment.

## Agent Allocation

Identify which Agent to map to which lead

1. Agent Productivity improvement
2. Touch Free collections
3. Segmentation
4. Early FR
5. Late FR
6. Penalty Collection
7. Classification of Customers moving to next bucket
8. Agent Productivity improvement

## Recommendation Models

Identify best product and offer to make to a customer, uses CF / Association Rules.

## Communication testing

Segmentation, Analytics and design of experiments to help craft relevant communication

## Text Mining

Mines verbatims and feedback to identify topics and sentiment in the conversations

# Risk Analytics

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**Underwriting/Claims/Fraud: Derived Risk Metrics**

**Commercial  
Banking**

**Retail  
Banking**

**Insurance**

**Asset  
Management**

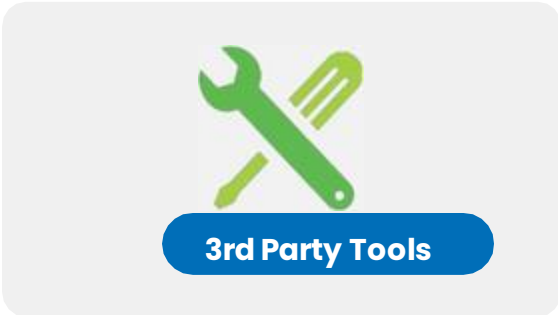
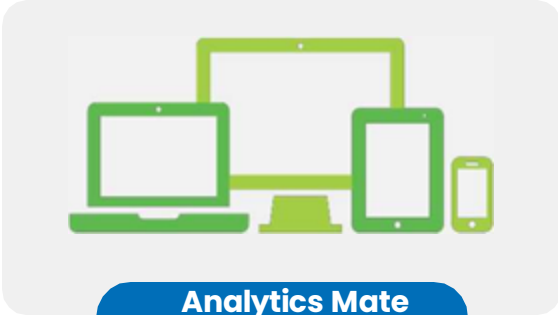
**Risk Analytics Platform**

# Desktop Analytics

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A comprehensive SaaS solution that can be hosted on premise or on the cloud backed by a robust, intelligent analytics engine.



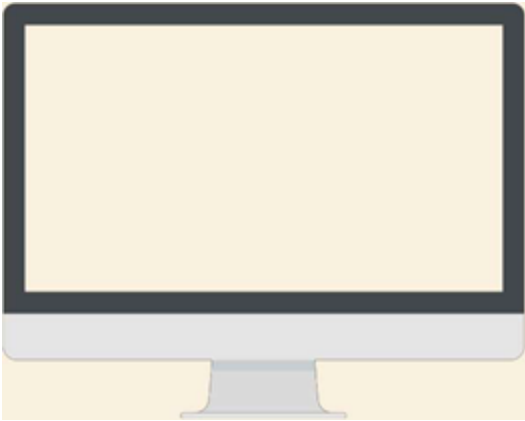
**Desktop Analytics Engine**

**Analysis**

- Time Efficiency
- Work Effectiveness
- Quadrant Analysis
- Lean Analysis
- Risk & Compliance
- Project Efficiency

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**Analytics Manager**



**Professional Services Include: Implementation | Training | 24x7 World Class Support**

# Speech & Text Analytics

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## Speech Analytics



- Theme Discovery & Trends
- Context based visualizations
- Call Categorization & Guided Search
- Automated Root Cause
- Speaker Separation & Emotions
- Metadata Co-relation & Reports
- Compare 2 sets

Voice

## Feedback – Enterprise/Digital



- Transactional & Relationship Satisfaction
- Employee Feedback
- Loyalty Drivers
- Product/Service/Channel Feedback
- Digital Feedback

Structured Surveys

## Text Analytics



- Conversational Analytics & NLP
- Information Extraction
- Faceted Searching
- Automated Theme Discovery
- Sentiment Analysis
- Integral part of Verint Framework

Unstructured Text

Omnichannel - Engagement Analytics

# Analytics COE Advisory

30+ Years of Service Excellence



## The Need:

Put in place a 3-year roadmap for analytics and decision sciences adoption for a large conglomerate

## The Solution:

Current State and Readiness | COE setup plan | 3 year roadmap

### Current State and Readiness

Brands within the conglomerate evaluated on current evolution and readiness



### COE structure & ecosystem

Team, tools, governance, milestones and targets recommended

TEAM	ROLE
Data Stewardship	ETL, Dedupe & Cleanup, Integration across sources, Feeds to campaign & production systems, Backup & archiving
Analytics & Campaign Ops	Business analytics, Queries and Reports, Campaign Management, Response tracking, Automation, Reporting
Modelers	Customer, Channel, Operations. Test & exploratory analysis, development of scorecards
Big Data	Unstructured data, Big Data tech, Semantics & Graph databases, Machine learning
Culture & Eminence	Writing & publishing, Internal communication, industry connect
Governance & Mgmt.	Goal setting & process control, stakeholder and expectation management, sponsorship and resourcing

### 3 year plan

3 year evolution recommended with budgets



## The Impact:

Establishment of the 3 year roadmap, buy-in of all businesses + senior leadership



# What We Will Deliver

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Step 1: Analytics Discovery Discussion

Step 2: List of Derived Variables to track for every consumer

Step 3: Data Imputation Plan

Step 4: Define Key Segmentation Dimensions

Step 5: Define Cluster Movement Plan

Step 6: Build Descriptive, Predictive and Exploratory Analyses Models

Step 7: Connecting Marketing Data Mart

(consumer data) Insights with ERP (inventory data) to activate 360-analytics

Step 8: Measure Segmentation and Model Efficacies and evolve the **Insights -> Action -> Dollar loops**



# Why Orient Technologies for BI & Analytics Projects

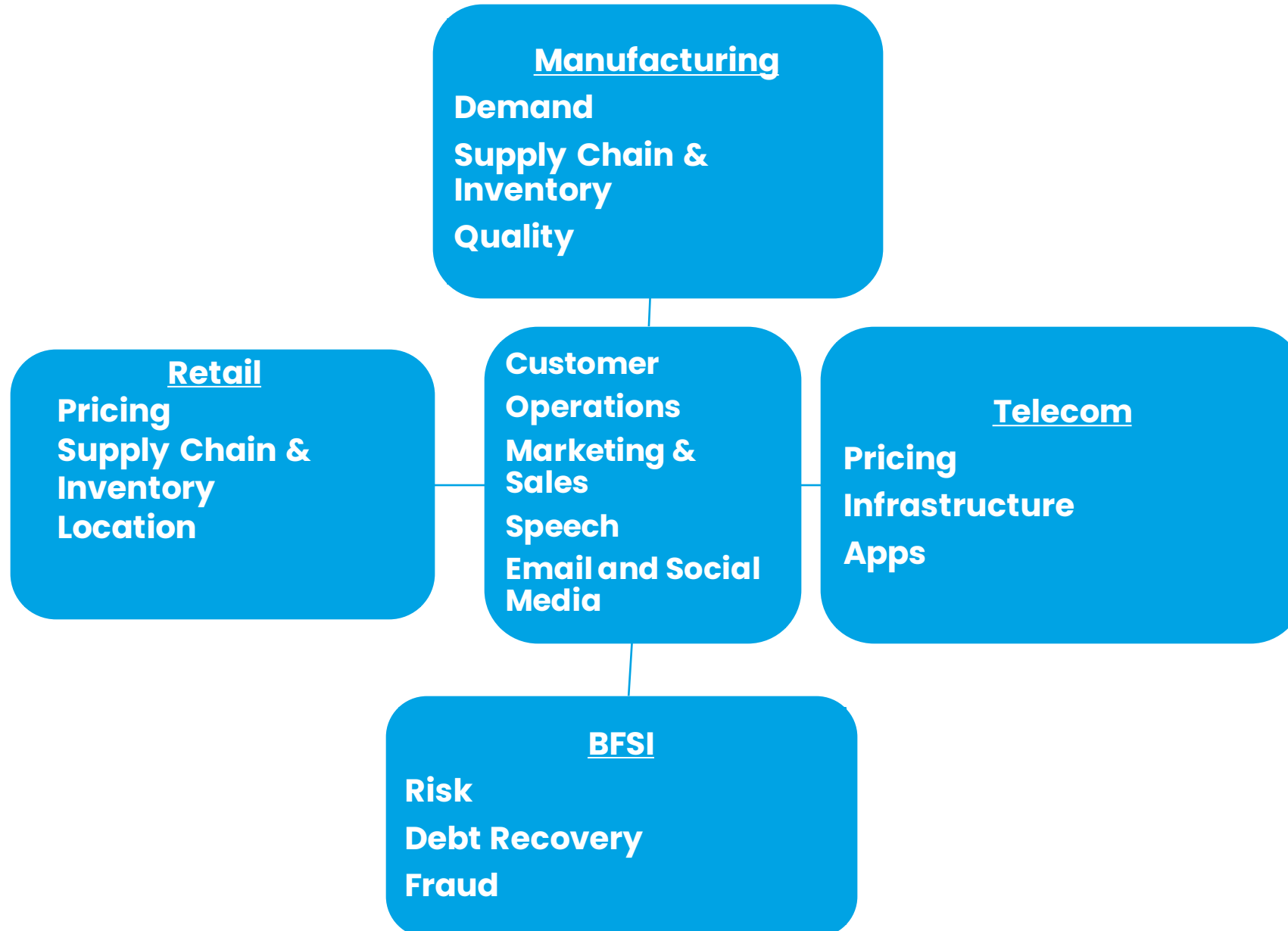
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- In house strong expertise to cater Functional as well as technical capabilities for entire paradigm of Analytics & Insight space
- Flexi commercial models that fit best with your organization requirement including subscription model
- Focus on trust building with complete commitment to achieve Corporate goal by value add to end customer of the client adopting innovative out-of-box solution
- Strong competency engine to cater entire paradigm of DWH, BI & Analytics technical for quick skill ramp-up
- Organization DNA toward continuous strive on up-skill through training, new certifications and thorough research, helps employee to improve productivity.
- 100% Customer retention rate at organization level last 28 plus years

# Our BI-Analytics Coverage In 4 Focus Sectors

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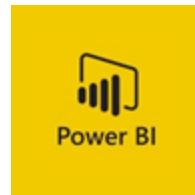


# Technology Alliance

30<sup>+</sup> Years of Service Excellence



IBM SQL,  
DB2, MySQL



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**Intelligence – Truly Delivered**

**THANK YOU**

**Reach us at :**

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