



Analytics & Insights
Practice

OUR PORTFOLIO

30⁺ Years of
Service
Excellence



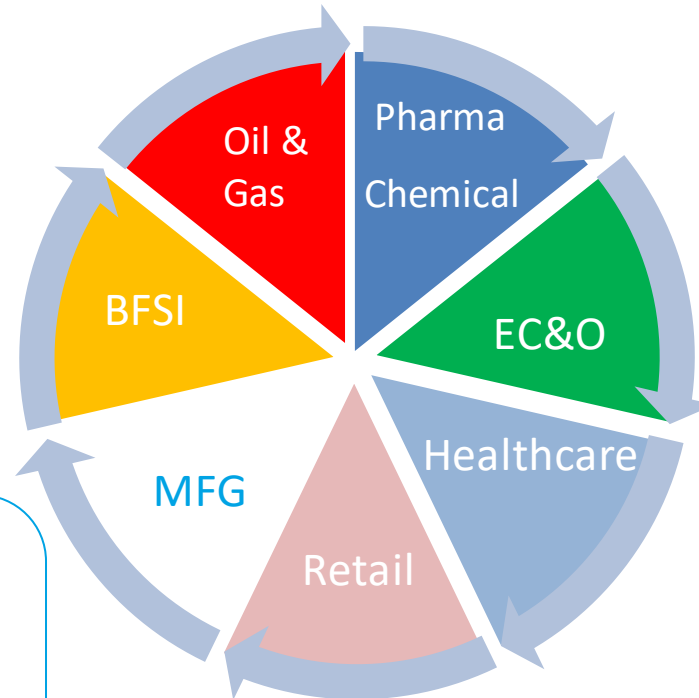
Our thematic offerings evolve from our core areas of expertise namely Data enrichment & Insights

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

30⁺ Years of
Service
Excellence



Consulting Services

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

Application Management

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

Customized BI Development

- ✓ BI Architecture Design
- ✓ Data Modelling
- ✓ 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

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Approach

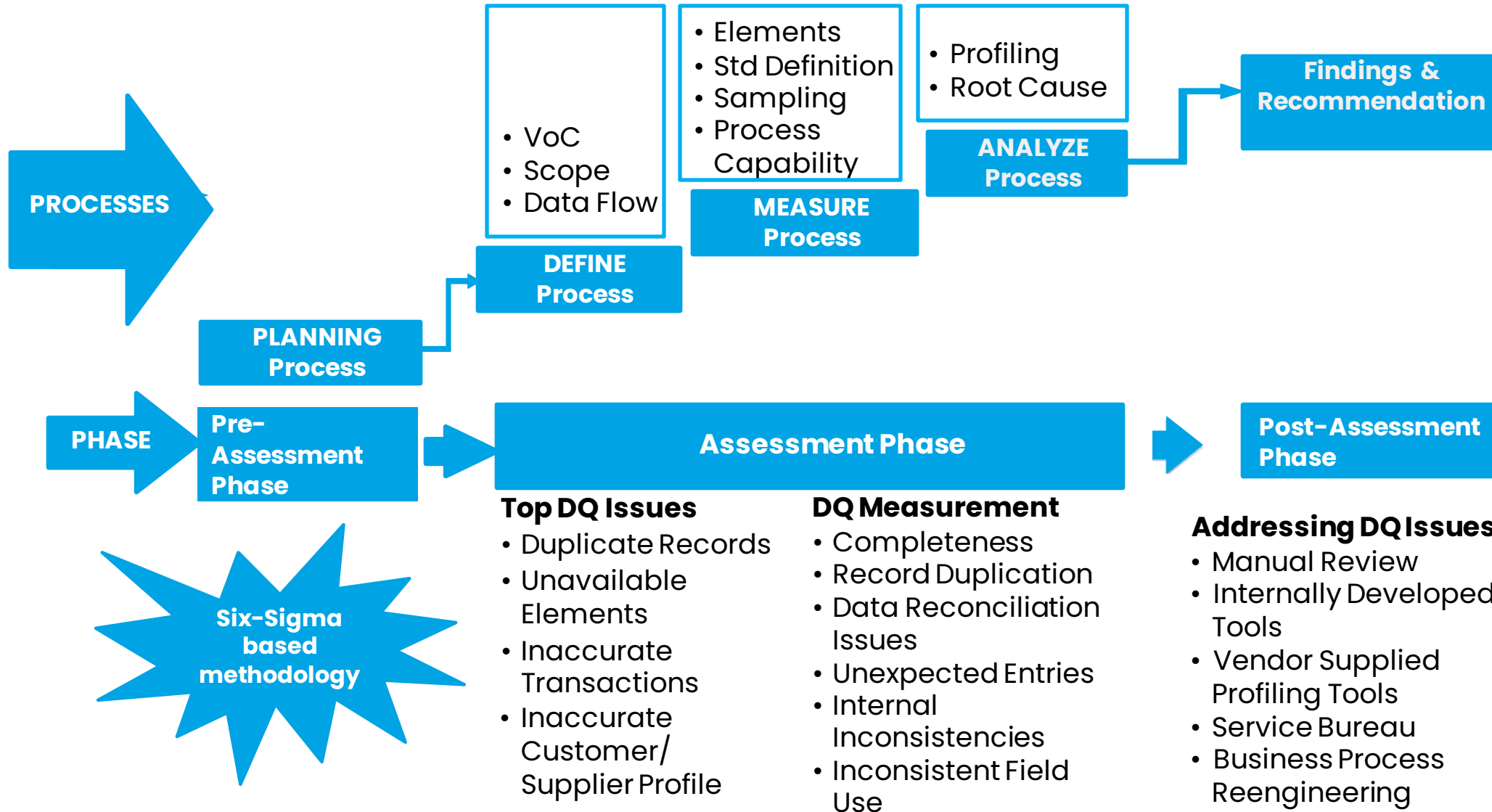


Deliverables



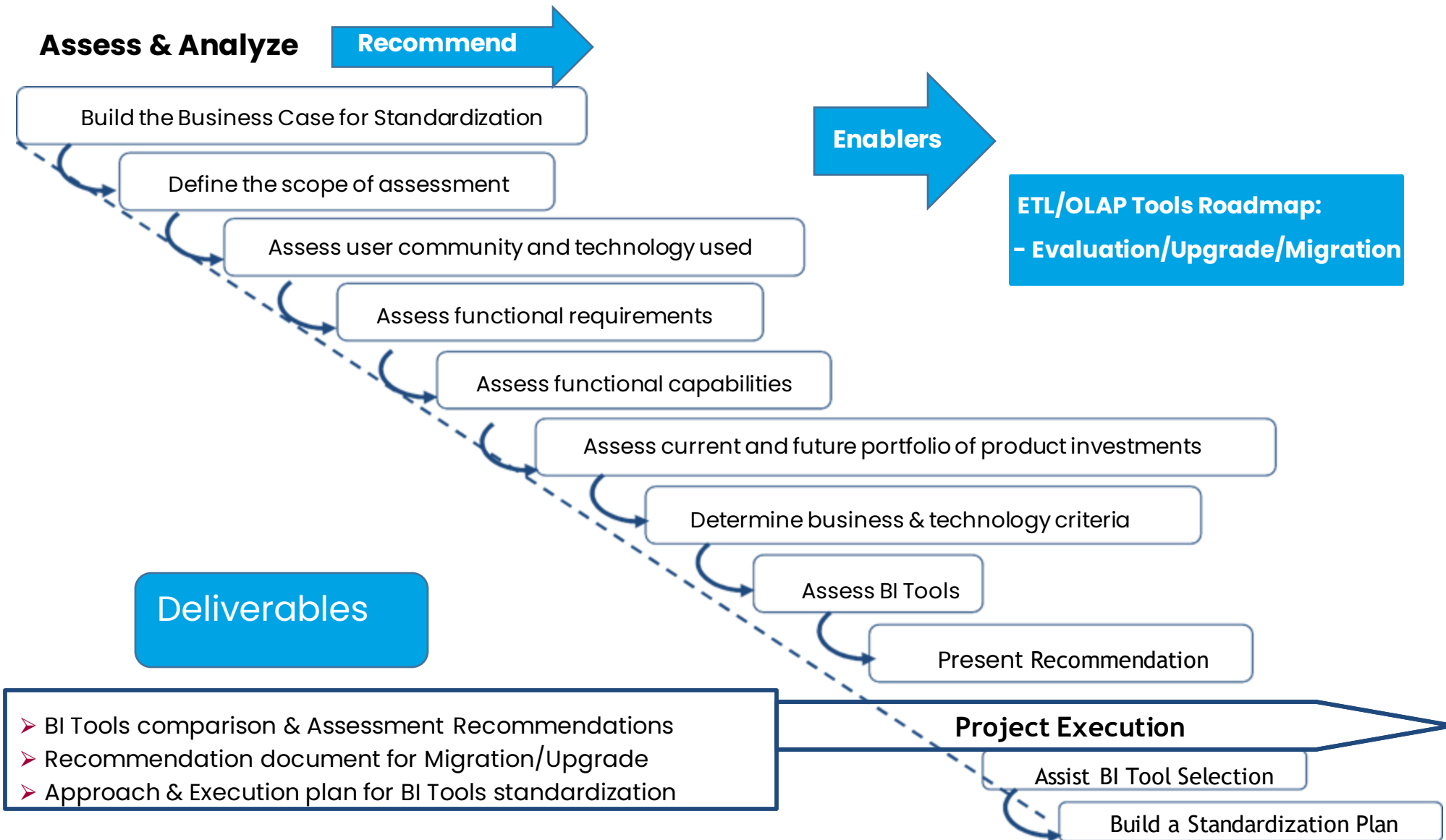
Roadmap

Data Quality Assessment Model



BI Tools Standardization Roadmap

30⁺ Years of Service Excellence



Our Analytics Offerings

30⁺ Years of
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Excellence



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

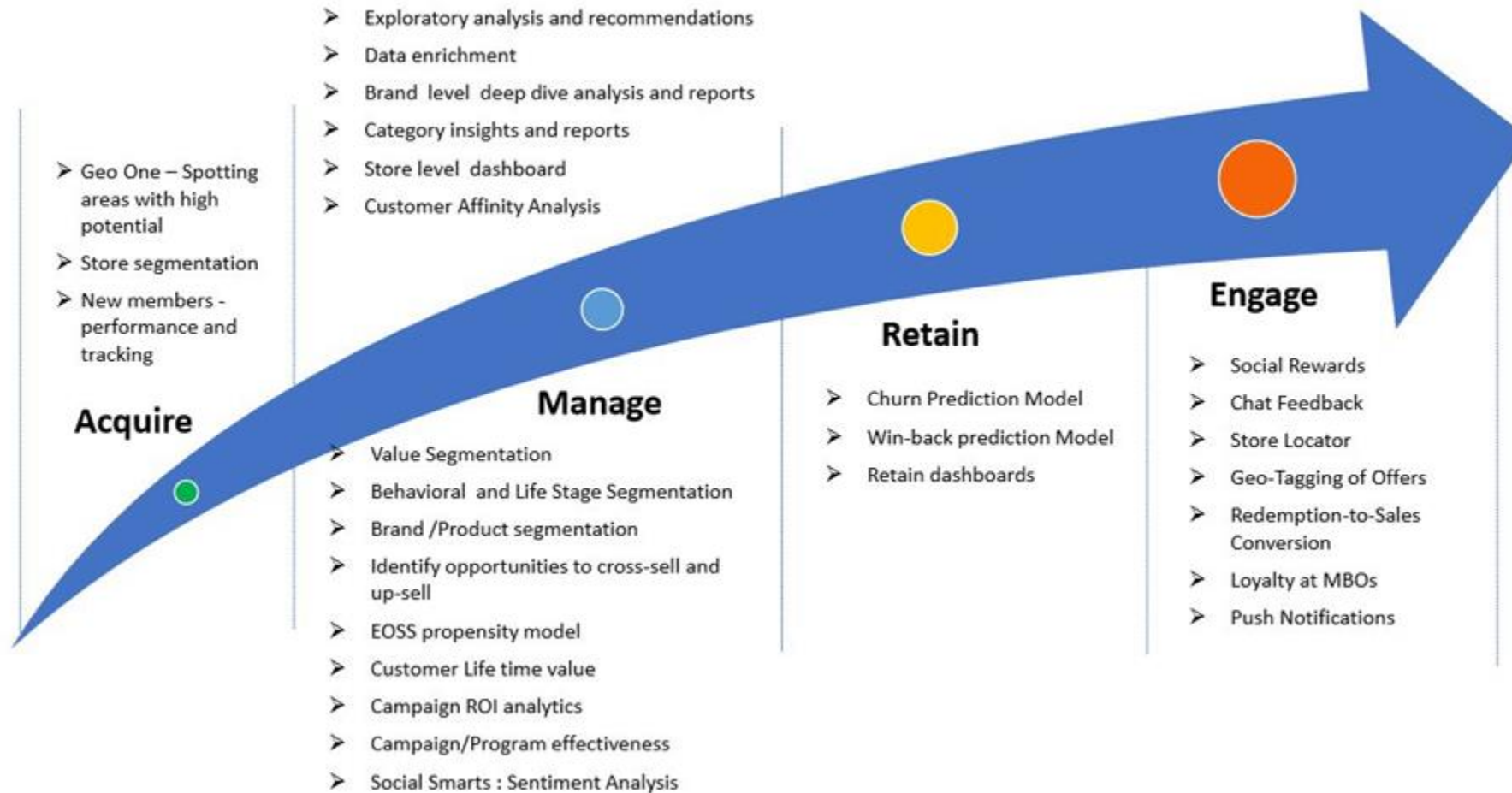
Customers Analytics

30⁺ Years of Service Excellence



We help businesses

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



Collection Analytics

30⁺ Years of
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Excellence



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 And, Tlyetsictisng 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**

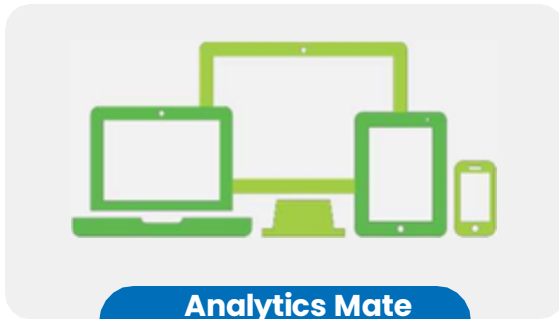
Risk Analytics Platform

Desktop Analytics

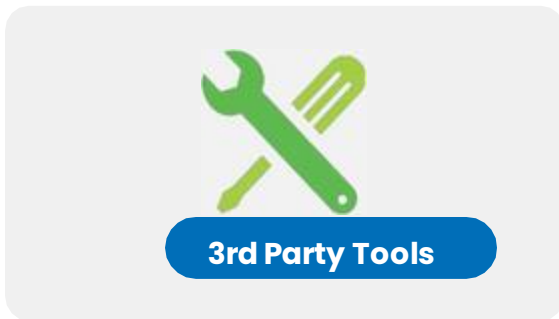
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A comprehensive SaaS solution that can be hosted on premise or on the cloud backed by a robust, intelligent analytics engine.



Analytics Mate



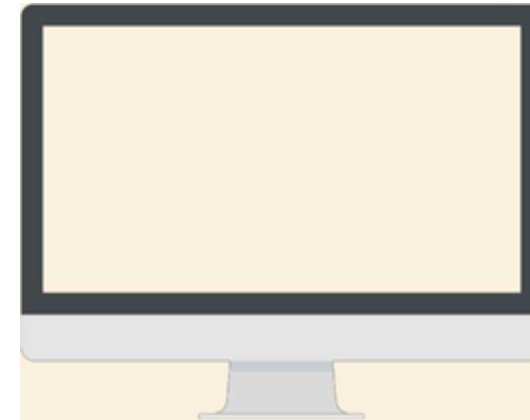
3rd Party Tools

Desktop Analytics Engine

Analysis

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

Analytics Manager



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

Speech & Text Analytics



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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Excellence



- 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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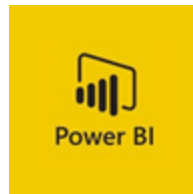


Technology Alliance

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**DBM SQL,
DB2, MySQL**



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Intelligence – Truly Delivered

THANK YOU

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