

# INTELLECTUAL OPERATIONAL EFFECTIVENESS PLATFORM

## BUSINESS CASE

1

### YOU:

- Have a big company where a lot of employees are involved into direct business operations (sales, customer care, support, etc.)
- Want to find an effective way how reduce operational expenses and improve other operational KPIs (e.g. human resources utilization, retention, products effectiveness, fraud management, physical and digital channels effectiveness, etc.)
- You want to have hot daily data to manage trends and dynamics effectively

## SOLUTION

2

### WE:

- Deliver intellectual operational effectiveness platform (OpEx), which can transform raw operational data into meaningful operational KPIs, trends and detailed analytics data
- Platform updates the data at least one per day (more frequent updates are possible)
- Multifactor data representations: KPIs, users, operations, business processes, clients / partners, products, services, cost-centers, etc.
- Optimization focus shifts gradually from pure human resources management issues to finding bottle-necks in business processes and individual operations
- Optimization domains are: business processes and operations, geo- aspects of the organizational operations, retention, fraud management, compliance, client life-cycle, products effectiveness, client flows thru channels, digital communication channels effectiveness
- Normally we can achieve 10-40% operational KPIs improvement

## TECH

3

### HOW WE DO THAT:

- We use open-source technological platforms with permissive licenses to build the technical backbone of the solution
- We use advanced data management techniques and skilled data engineers which have build largest EDW solutions for global telecommunication providers and complicated integrations with corporate systems including legacy platforms with minimum costs
- Data sources: crm, financial systems, payment platforms, billing, task managers, trouble-ticketing systems, calls, emails, messengers, queue-management systems, etc.

## COMPANY

4

### WHY IN4COM:

- 11 years on a market
- Core team has specialists with 20+ years of experience in IT and subject matter fields (telecommunications, banking, entertainment)
- 10+ years of big-data management projects (including largest EDW telco solutions) and enterprise integrations
- 25+ years in telco and IT
- We are open to different cooperation models including KPIs-based compensation, etc.