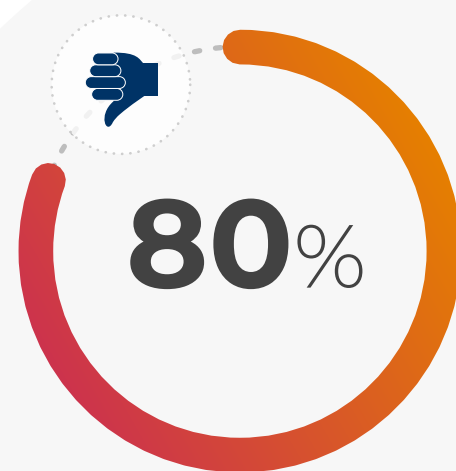# CONCENTRIX

CONCENTRIX INSIGHTS PLATFORM

Accelerate Data Insights To Increase Business Value

Today's business leaders must make effective use of data and analytics to increase business value. However, data accessibility remains a challenge for many organizations, which makes fast, fact based decisions elusive. Too often, disparate data sources and inconsistent analytics restrict organizations from extracting the value they need from their data.

A modern data platform promotes cross-organizational data-sharing with governance for faster and deeper data insights by integrating data from multiple sources and making it available for analysis in real time. It also enables the scaling up of sophisticated digital and advanced analytics programs that translate data into business value.

Concentrix Insights Platform (CIP)

Concentrix Insights Platform (CIP) is a next-generation cloud-based data platform that democratizes data access and enables organizations to extract meaningful insights that deliver faster value to the business. CIP is powered by AI that performs seamless data ingestion, rapid multisource data integration, smart data engineering, pre-defined models, and advanced visualization. The platform is also equipped with advanced analytical technologies that enable complex data processing with AI/ML models and dashboards for robust visualization. As a result, CIP makes data more readily accessible, reliable, and compliant to empower critical, real-time business decisions.
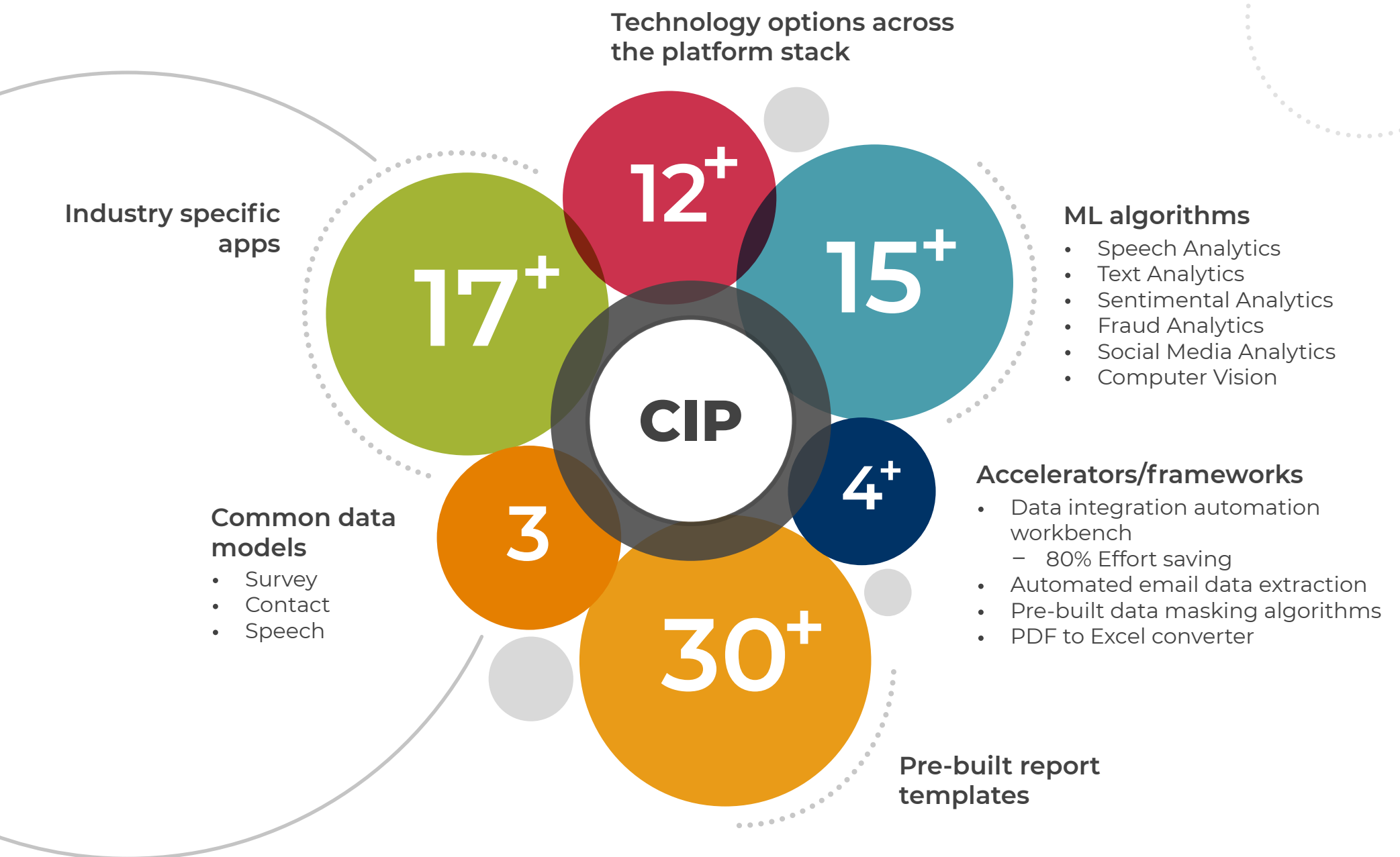
80%

Four in five CX teams will lack critical design, data, and journey skills.

CX teams without these skills will remain stuck on basic find-and-fix work, unable to help their organizations innovate to thrive in a challenging business environment.

Predictions 2023:
Customer Experience, October 25, 2022, Forrester

CIP Capabilities

Technology options across the platform stack

Industry specific apps

12+

17+

15+

CIP

ML algorithms
- Speech Analytics
- Text Analytics
- Sentimental Analytics
- Fraud Analytics
- Social Media Analytics
- Computer Vision

4+

Accelerators/frameworks
- Data integration automation workbench
  - 80% Effort saving
- Automated email data extraction
- Pre-built data masking algorithms
- PDF to Excel converter

Common data models
- Survey
- Contact
- Speech

3

30+

Pre-built report templates

Data Consolidation

Hosted data lake, data warehouse platform provides scalable storage and processing for big data volumes

Faster Insights

Faster time to market from the pre-built data integration patterns

User Friendly

Interactive GUI/omnichannel experience

Secure and Compliant Platform

Industry standard security features, robust data encryption practices, and compliant to region specific regulatory guidelines
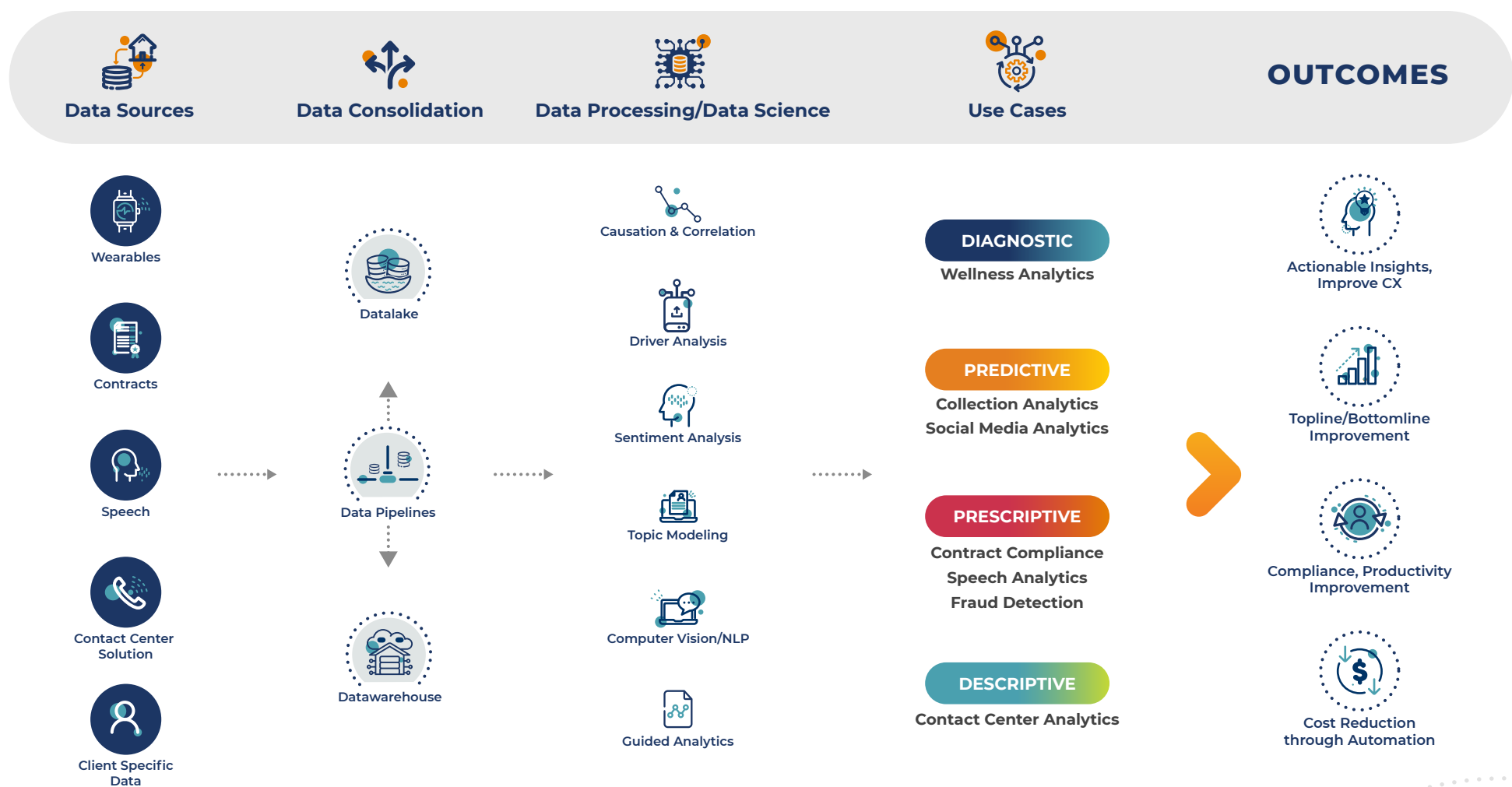
Flexible Models

Models that offer flexibility and adaptability to the changing needs of the model's requirements

No Infrastructure Set-up or Administration Required

Provided as Data Platform as a Service

CIP Architecture

Data Sources	Data Consolidation	Data Processing/Data Science	Use Cases	OUTCOMES

Data Sources
- Wearables
- Contracts
- Speech
- Contact Center Solution
- Client Specific Data

Data Consolidation
- Datalake
- Data Pipelines
- Datawarehouse

Data Processing/Data Science
- Causation & Correlation
- Driver Analysis
- Sentiment Analysis
- Topic Modeling
- Computer Vision/NLP
- Guided Analytics

Use Cases

DIAGNOSTIC
Wellness Analytics

PREDICTIVE
Collection Analytics
Social Media Analytics

PRESCRIPTIVE
Contract Compliance
Speech Analytics
Fraud Detection

DESCRIPTIVE
Contact Center Analytics

OUTCOMES
- Actionable Insights, Improve CX
- Topline/Bottomline Improvement
- Compliance, Productivity Improvement
- Cost Reduction through Automation

KEY BENEFITS

Scalable & Resilient Architecture
Use modern architecture technologies and techniques to increase business value and reduce operational risk

Security & Governance
Improve your data governance strategy by determining what data to collect and who can access it

Data Democratization
Remove data silos and make it available across the business

Competitive Advantage
Use data as a competitive asset for your business by standardizing both structured and unstructured data and creating faster insights

Value Delivered

- $100k Cost Savings through data modernization for an APAC insurance company

- 1500 hrs of effort reduction through automation across several projects

- 50% Average reduction in time to insights

- 100Mn Big Data processing for APAC roadways company

- 27% Improvement in average productivity for Fraud Analytics Solution

- 10% Reduction in failed calls from Fraud Analytics Solution

- 10% Increase in overall collection for APAC Insurance client

- 11% Improvement in CSAT for US Telecom client

- 7% Improvement in NPS for US Healthcare client

Get Faster and Deeper Insights

CIP empowers data democratization across the enterprise through data interoperability. It allows data teams to access, integrate, analyze, and share data fast and safely throughout the organization and allows business leaders to gain faster and deeper insights for better decisions.

CONNECT WITH US

CONCENTRIX™

Learn more about how we build scalable and resilient solutions to enhance your customers' online experiences and your brand reputation.

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www.concentrix.com/solutions/data-and-analytics