deck picker

ARTIFICIAL INTELLIGENCE CHERRY PICKING IN MILLIONS OF PROFILES

KYC, AI Fuelled, at scale

Imagine a super smart assistant that knows very well, personally, every single customer in your company. Imagine that you can ask him everything you want about your customer base segments.

You have now imagined **DeckPicker**

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AI POWERED

What it does

DeckPicker is able to slice your customer base in segments using AI algorithms.

For each created cluster, DeckPicker is able to understand which are the "common criteria and issues" that have formed every specific Cluster.

Once the Cluster have been defined, for each new upcoming customer, DeckPicker is able to specify the cluster he belongs.
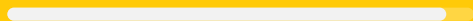
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0% HUMAN ERROR
99,9% SUCCESS CASES

The received training let the AI to interpeter the world phenomena and predict the future with or without a human supervision
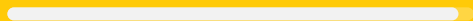
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CLASSIFICATION   99,9%

RESEARCH   99,9%

PREDICTIVE   99,9%

ERROR   0,3%

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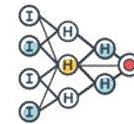
What it
SOLVES

MACHINE LEARNING,
The Process

01. DATA MINING

Harvesting the data or receiving them directly from the involved people.

02. ALGORITHM

Apply many different Algorithm to slice and analyze all the received information

03. CLASSIFICATION

Classify the incoming object using multiple criteria.

04. LEARNING

Learn from its errors to improve the system

05. NEURAL NETWORK

Train itself in the identification, recognition and classification challenges.
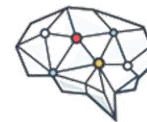
06. DEEP LEARNING

Use DeepLearning tecniques to understand the information context.

07. AI

Use the AI power to unleash the information content.

08. AUTOMATION

Automate the process to scale at the people level.

WHAT IT USES

ALWAYS LEARNING EXPERIENCE
DeckPicker continuosly learn from your customer data

BEHAVIORAL ANALYTICS
The AI analyze all the customer data you already have, to create Clusters of people who are reporting the same behavior.

CHURN ANALYSIS
Identify who is potentially churning

AFFINITY ANALYSIS
Identify the affinity of customers belonging to the same cluster

DEMOGRAPHIC ANALYSIS
Identify the demographic characteristics of your customer base

LIFESTYLE ANALYSIS
Identify the Lifestyle of your customer base

TEMPERAMENT ANALYSIS
Identify the Temperament of every single customer

EDUCATIONAL ANALYSIS
Identify the Educational level of every single customer

FINANCIAL ANALYSIS
Identify the Financial status of every single customer

MORE ...

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BASIC MECHANISMS

LEARNING/TRAINING

At the very first step DeckPicker Learn from the data. Ingesting all the available datasets it creates Machine Learning models to create Customer Profiles

CLUSTERING/GROUPING

Once the system has accomplished the Training phase, each customer is put in relation with many different Target-Clusters according to the Analytics specific needs.

CONTINOUS PROFILING

As the solution is commissioned, the system will keep updated all the information related to the customers and starts to emit alerts on profiling changes.

SEARCHING

All the maintained data are available for queries and extractions, accordingly with the system operator needs.

FORECASTING

The system keep forecasting the changes in the customer base to provide additional information and alerts for specific vertical purposes (eg: customer churning).

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CHALLENGE SPECS

BACKGROUND

<<This challenge seeks solutions that can allow Enel to gather insights on end-users' needs and habits, to learn more on them and to identify specific segments who may be vulnerable or need specialized attention. >>

THE CHALLENGE

<<We seek solutions that will enable us to gather data on our current and potential end-users in terms of habits, special physical or financial needs, disabilities or unique requirements.>>

OUTCOMES

<<The data retrieved must be relevant enough to allow Enel to provide new or individualized/personalized services to its customers and to define the best solutions for people with particular needs, both financial and related to special conditions.>>

Meaningful Indicators

CONTRACTUAL DATA
Age, Sex, City, Nationality, Born Nationality (...)

Istat Index

DERIVED FROM CONTRACTUAL DATA
City Social Risk
City Financial Indicators
Mother tongue score
City Calamity Index
City Crime Index
(...)

COMPANY OWNED DATA
Good/Bad Payer
Credit Card payer or not
Customer Contract History
Contact Center History
Campaign Responses
(...)

AD HOC HARVESTED DATA

IS THE CUSTOMER USING SPECIAL ACCESSIBILITY FEATURES WHEN ACCESS THE COMPANY WEBSITES?
DURING A COLLECTION CAMPAIGN, HOW MANY SONS THE CUSTOMER HAVE?
COLLECTING WITH A SMART QUESTIONNAIRE, WHAT'S THE MARRIAGE STATUS OF THE CUSTOMER?
USING STATS COMING FROM PLAN-COMPARING WEBSITES, IS THE CUSTOMER OFTEN COMPARING OFFERS?
PROVIDING A TRICKY QUESTIONNAIRE TO THE CUSTOMER, IS THE CUSTOMER SMART IN ANSWERING?
DOES THE CUSTOMER MAKE MANY SPELL ERRORS IN WRITING?
HAS THE CUSTOMER A SOCIAL ACCOUNT?
HAVE THE CUSTOMER BEEN VICTIM OF A FRAUD OR A SCAM?
(...)

Harvesting Tecniques

ENRICH THE DATASET

To define the vulnerability assessment of a specific customer many habit and situational data are needed. Those data are not generally available on a customer contract, but they can be sourced in different ways

Harvesting Tecniques

OSINT, STATISTICAL GENERAL INDEXES. Eg: ISTAT

Many countries are supporting statistical indexes that given a City name provides stats about different social aspects: Crime exposure, Average annual incomes, population density, etc

Harvesting Tecniques

COMPANY APP OR PORTAL

When a customer approach a digital service of the company, activated accessibility extensions, may be used as an indicator for some disabilities.

Harvesting Tecniques

EXTERNAL APPs OR PORTALs, REFERRAL SYSTEMS

As indicated in many international reports, a user that do not compare plans and offers, or a user that do not change supplier for year may be vulnerable.

Harvesting Tecniques

CONTACT CENTER INTERACTION

When a customer approach a digital service of the company, activated accessibility extensions, may be used as an indicator for some disabilities.
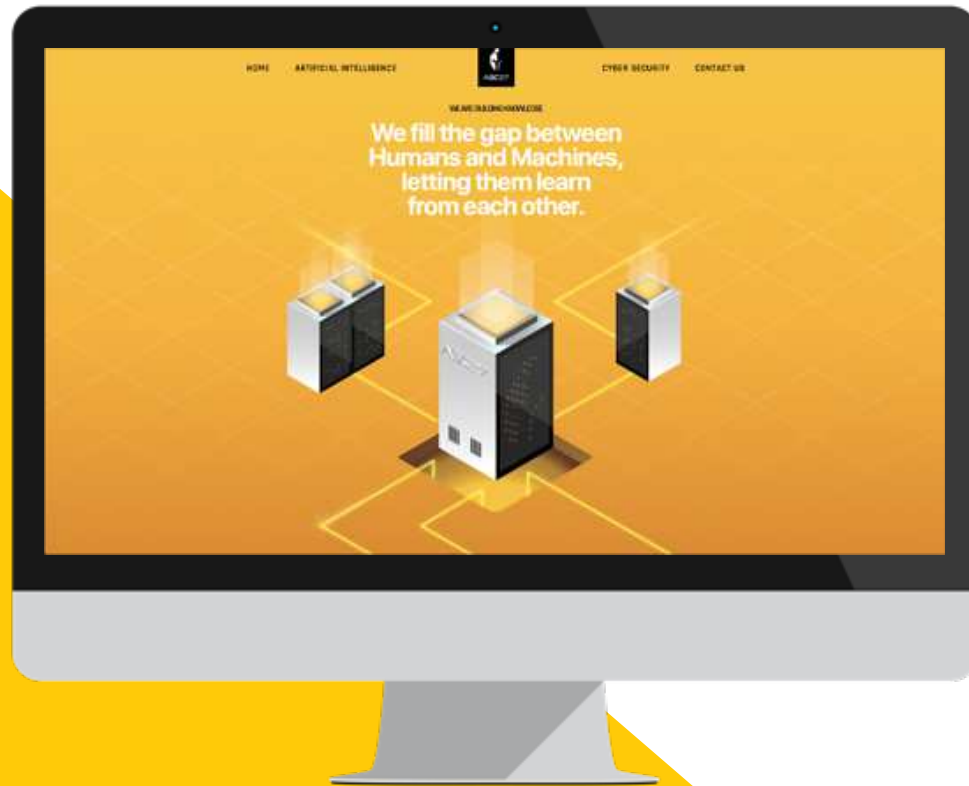
Harvesting Tecniques

DEDICATED QUESTIONNAIRES

Providing some incentives, it's not difficult to prepare a tricky questionnaire to get some metrics about the customer swifty with simple cognitive tasks or some personal habits.