

Artificial Intelligence

— Making the Promise of AI Real —

Common Problems We Solve

Optimizing Existing Workflows

Experiencing bottlenecks in operations?
Facing challenges in reducing costs
and accelerating time to resolution?

Integrating Generative AI

Dealing with a lack in productivity?
Questioning which AI tool is the right fit
for the task at hand?

Unlocking Critical Insights

Struggling to predict future business
outcomes? Seeking to bridge
strategic gaps by staying in tune with
customer behavior?

Our AI Services

Data Science & Analytics

- Audience Segmentation
- Cluster Analysis
- Factor Analysis
- Customer Journey Analysis
- Customer Segmentation
- Lookalike Modeling
- Market Basket Analysis
- Regression Modeling
- Survival Curves & Hazard Models

AI Engineering, Technology & Integration

- Customer Data Platforms
- AI Platforms Integration
- Build vs. Buy Strategic Integration
- Generative AI

ML & AI Operationalization

- Deep Learning
- Forecasting
- Machine Learning Operationalizing
- AI Operationalization
- Natural Language Processing
- Neural Networks

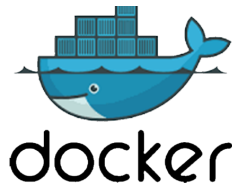
AI Strategy & Roadmap Planning

- AI Technical & Strategic Roadmap
- AI Personalization & Experimentation Roadmap
- AI & ML Readiness Assessment
- Data Science Maturity Assessment
- Experimentation Maturity Assessment
- Conversion Rate Optimization
- Multivariate Design & Analysis
- AI Ethics & Compliance

Accelerators/Pre-built Solutions

- Keyword Atlas for Search
- Medicare Advantage Solutions
- Star Rating Solutions
- Marketing Mix Modeling

Featured Partners



Our Work

We helped...

- ▶ A financial services client, develop an **AI and BI program** that saved them \$500K in customer service costs.

- ▶ A product company specializing in financial software, build a **Machine Learning Operations (ML Ops) program** that tripled upsells, doubled cross-sells, and launched 15 operationalized models in 6 months.

- ▶ A technology services client implement **topic modeling ML architecture** to improve the speed and accuracy of matching content to users.

- ▶ A retail firm develop **algorithms** that helped build more profitable carts.