

# KXEN Analytic Framework

Target your customers more precisely and increase campaigns response rates even by 300%



Understand and predict customer behavior with KXEN Analytic Framework of KXEN Inc.

## Customer Analytics / Market Analysis

- Identify and market to profitable customers / prospects
- Identify high value customers for acquisition and cross-sell
- Increase customer loyalty and reduce churning
- Market Segmentation – create groups of customers that share the same profile
- Credit Scoring



## Fraud and Risk Reduction

- Identify risks by predicting the potential value or loss of particular efforts
- Identify fraud or suspicious activity

## Forecasting

- On demand
- Warehouse and stock management

## Other Applications

- Text mining (news group, email, documents)
- Web analysis: analyze and model e-customer behavior
- Market Basket Analysis: identify which events are likely to occur together
- Social Network Analysis: understand the interaction between customers
- Profiling Web Visitors

## Prediction

With KXEN Prediction anticipating customer behavior has never been easier. Who's at risk of churning, which has the highest lifetime value and is worth keeping, which's most likely to buy which products, who's likely to default or commit fraud?



## Text Coder

Many businesses keep large volumes of unstructured text data - like database fields, emails, call logs and records - that goes unused. KXEN Text Coder liberates the value hidden inside all that data and turns it into a valuable business asset. Imagine using call centre logs to show who's about to churn, who's ready to buy, who needs upgrading. And when combined with traditional structured data, text becomes another key element in your analytics-driven business processes.

## Market Basket Analysis

How good it would be for business if you knew what your customers were going to buy from you next? KXEN Market Basket Analysis uses advanced association and sequence techniques to make those kinds of predictions across many thousands of different products and customers whether on the high street or online. Sellers can use this information to better plan store layouts, web sites and stock lines - and as a result see improvements that go all the way to the bottom line.

## Segmentation

Want to know who your customers really are: their preferences, lifestyle, spending power? KXEN Segmentation can tell you, grouping together your customers by age group, income band, marital status and a host of other demographics. Giving you the vital information you need to customize marketing campaigns, to optimize targeting, to increase returns and to drive up profitability.

## Forecasting

KXEN Forecasting lets users drill down into their business in great detail and make accurate predictions on all the major KPIs across the organization - for example turnover next month, energy consumption next quarter or product volumes next year

## Social Network Analysis

Social networks are not just about the Internet. Your customers are a social network too. KXEN identifies the otherwise hidden links - call records or bank transfers for instance - between friends, families, co-workers and other communities and extracts significant social metrics, pinpointing who are the best connected and who plays the most important role in any group. In this way it reveals valuable new customer intelligence that - when added to existing customer information - can strengthen significantly user organizations' customer acquisition, retention, cross - sell and up-sell campaigns.

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### KXEN

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