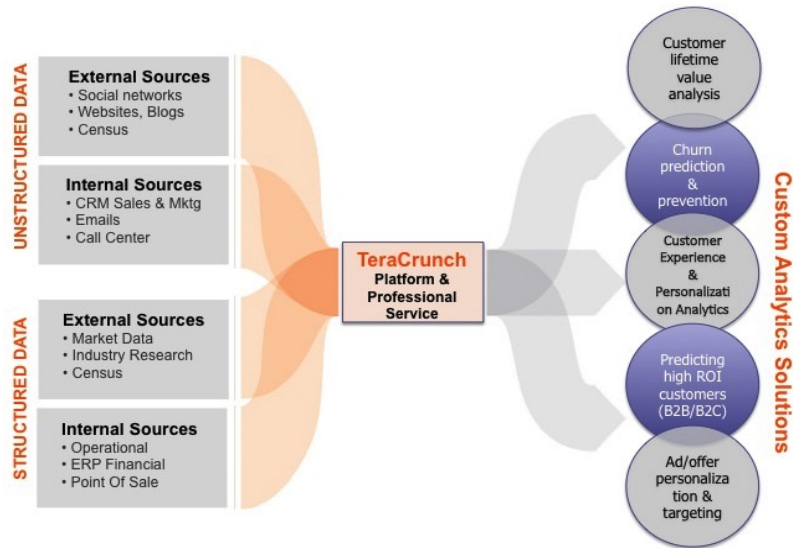


Solution Overview



Data Driven decision-making has been widely recognized as a clear competitive edge in the world of exponentially growing data and constantly changing business needs. Businesses need “highly” custom analytics solutions to fit their unique business problems, client specific requirements, corporate goals and organizational structure. But they are challenged with lack of solutions, technology expertise, and behavioral data scientists and require very large investment to bring such custom solutions to bear.

TeraCrunch provides a suite of marketing analytics solutions to manage the entire customer lifecycle, from acquisition to engagement to retention. Our suite of advanced data analytics solutions improves revenue, customer loyalty and brand equity. TeraCrunch has built a suite of next-generation Predictive Marketing analytics solutions employing latest data & behavioral science technologies & domain expertise. These solutions are built by employing TeraCrunch’s proprietary Scoratez Platform and are designed such that they can be customized & deployed quickly for any vertical such as Finance, Healthcare, Legal, Pharmaceuticals, Energy, Politics, CPG & Retail. Our expert Professional Services team can configure our solutions by working directly with customers by understanding their business goals, implementing our solution into their business processes, integrating their in-house data & public data, and deploying in weeks, not years.

Capabilities

- Churn prediction & prevention
- Predicting high ROI customers (B2B/B2C)
- Ad/offer personalization, targeting & optimization
- Customer lifetime value analysis
- Consumer emotion & experience analysis
- Loyalty/upgrade strategy
- Customer segmentation & profiling
- Identify sales leads has highest potential to close

NEXT STEPS

Email us at services@teracrunch.com for a demo

Benefits

- No need to invest in building custom solutions in-house
- Visualize in real-time through a dashboard, custom reports or API to feed into your tools
- Our solutions employ advanced algorithms that are tested and proven across multiple customers
- Reduce costs up to 40-70% through decreased staffing, training, management and maintenance
- Highly experienced Data Scientists work as an extension of your team
- Vertical cross-pollination – our interdisciplinary approach (multiple verticals & domains), enables better creation and consumption of analytics.
- SAAS model – one time configuration fees. You pay monthly subscription fees only after satisfactory testing

TeraCrunch Platform

TEXT ANALYTICS ENGINE

Transform data into meaningfully defined topics and associations: events, numbers, things, people, places and the patterns & correlations between them

INSIGHTZ™ MODULE

A robust framework of pre-built algorithmic models designed to pinpoint associations and propensities between people & things, predict change over time, identify instabilities, variation ranges and anomalies

DATA EXTRACTION

Enables comprehensive and rapid collection of data from Customer Data Sources, Internet, Social-Media and other sources and prepare the data for further synthesis

TECHNOLOGY

Machine Learning Algorithms, Natural Language Processing, Knowledge Engineering, Statistical & Computational Models, R, WEKA, MongoDB

For more information contact services@teracrunch.com