



<b>CDP Institute Standard Use Case</b>	
<b>Name</b>	Preemptive Customer Support
<b>Problem</b>	Support costs are high and customers get frustrated when they have problems. Can help customers who need assistance before they request it.
<b>Solution</b>	Develop models to identify customers likely to need support and to select the appropriate support materials; receive stream of data on customer behavior (e.g. web pages visited, system error messages, etc.) and isolate events indicating need for support; send appropriate support messages.
<b>Benefits</b>	Lower support costs, higher customer satisfaction and greater loyalty from superior customer experience.
<b>KPIs</b>	support cost, customer satisfaction, nbr cases handled without agent
<b>Task 1</b>	assemble customer profiles inc. support cases and behaviors and create training data
<b>Task 2</b>	build predictive models to identify customers having problems and select correct support materials
<b>Task 3</b>	deploy models, connect to systems collecting relevant data (product telematics, web traffic to help pages)
<b>Task 4</b>	measure results
<b>Task 5</b>	
<b>Task 6</b>	
<b>Related Materials</b>	
<b>Tags:</b>	
• <b>Function</b>	Omni Channel
• <b>Goal</b>	Awareness; Grow Value; Retention; Expense Reduction
• <b>Feature</b>	Cookie Management; Real-Time Data Load; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Manual Predictive; Automated Predictive; Real Time Access; Cross-Campaign Arbitration; Multi-Channel Campaigns; Dynamic Content