Customer Win Back
by Predicting Attrition

salesforce einstein

R SYSTEMS

AI/ANALYTICS FOR
SALESFORCE.COM

#YourDigitalTransformationPartner

**R Systems**, a digital transformation company & a Salesforce Einstein partner, helps organizations fully leverage the Salesforce platform *(especially those born before the "digital age")*. Our mission is to help companies become more data-driven, by developing smart solutions using Salesforce Einstein's AI/Analytics capabilities.

We advise, implement and optimize those solutions using our vast data science & industry expertise. By leveraging Salesforce Einstein's capabilities, we help Salesforce's clients maximize the use of their data to solve their most important *(legacy or new business)* challenges.

## Customer Win Back

Churn rate is key for any services company that relies on a recurring revenue stream. For instance, banking, retail, insurance &/or online streaming companies with a high churn rate typically spend significant sums on marketing dollars to replace all churners/defectors.

Research show that these companies are better served by smart strategies aimed at "winning back" lost customers, and bringing them back to the fold. This is less costly because customers have already exhibited a need for the service/product, they are aware of the brand, and the company knows a lot about their usage history & behavior to make them a more personalized impactful "Win Back" offer.

*But why wait till a customer defects/churns, in order to take a "win back" action?*

Using the vast amount of customer data available through Salesforce and other sources, one can use advanced analytics/AI to predict a customer's probability to defect *(a product/service or breaking the whole relationship)* & subsequently take the appropriate smart actions to win their hearts back, before they defect. This is different from waiting for a attrition to take place and taking a "one size fits all" approach. Even when prediction is not used, the "Win Back" strategy must rely on customers' historical data *(product/service usage, behavior, experience & demography)* to recommend a personalized and relevant "Win Back" offer. Such smart decisions or actions can be made actionable via inbound & outbound channels.
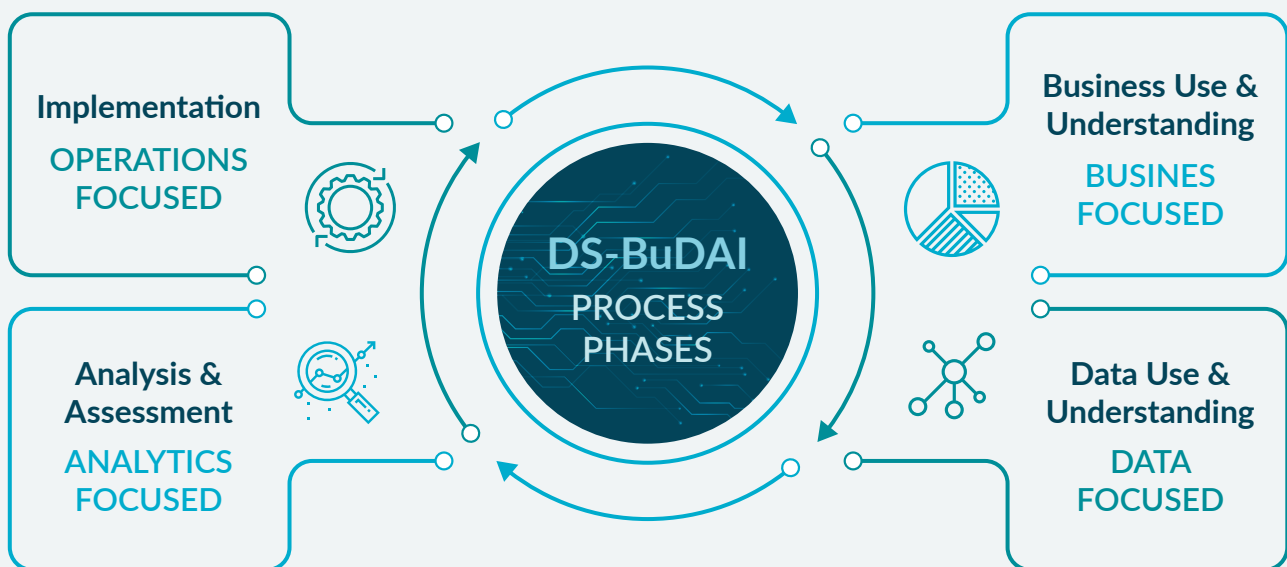
# Our Services

R Systems' experts on Salesforce platform, AI/Analytics, Data Science and BI, interact with identified stakeholders in an organization to help design, devise & implement smart Win Back strategies. Our specialists leverage the power of Salesforce Einstein, including Einstein Analytics, Discovery, Prediction Builder & Vision/Language components, and all relevant data inside or external to Salesforce. Analytics-driven insights including predictive analytics can be combined with business rules and policies for smart "Win Back" strategies through outbound and inbound channels leveraging Salesforce Marketing, Service, Sale, and Commerce clouds.

One option, would be to run intelligent outbound email targeting campaigns using Marketing Cloud. Another option, is to leverage such intelligent insights in inbound sales/service interactions leveraging Sales & Service Clouds. In both cases, Einstein Analytics components & Salesforce's Next Best Action *(for decision management)* are leveraged to execute smart "Win Back" strategies of a company, all within the Salesforce platform.

# Methodology

We use our proprietary **agile data science & development methodology — DS-BuDAI** at each step of our engagement, from assessment to development, and delivery. All phases require active involvement of an organization's resources (different for each phase), working in synergy with RSI experts.



**Implementation**
OPERATIONS FOCUSED

**Business Use & Understanding**
BUSINES FOCUSED

DS-BuDAI
PROCESS PHASES

**Analysis & Assessment**
ANALYTICS FOCUSED

**Data Use & Understanding**
DATA FOCUSED

# GEOGRAPHICAL PRESENCE

## Asia Pacific

– India *(Noida & Chennai)*
– Singapore
– Malaysia
– Thailand
– China
– Hong Kong
– Indonesia
– Philippines

## North America

– Chicago, IL, USA
– El Dorado Hills, CA, USA
– Santa Clara, CA, USA
– Ontario, Canada
– Vancouver, Canada

## Europe

– Bucharest, Romania
– Galati, Romania
– Warsaw, Poland
– Bialystok, Poland
– London, United Kingdom
– Chisinau, Moldova
– Neuchatel, Switzerland

## About R Systems

R Systems is a global digital transformation leader, providing AI-driven solutions to clients across industries, through a broad range of technology & AI/analytics services. We continue to empower organizations since over 26 years, with 16 delivery centers, 25+ offices worldwide and a workforce of 2750+ professionals.

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