



Turbocharging CRM Decisions with Predictive Analytics

Nobody wants a transactional relationship

Being transactional is associated with untrustworthiness, haphazard, unaccountability, lacking strategy, lack of real or long-term value, and in some cases, even disrespect. As companies strive for brand advocacy and loyalty, **trust** and **dependability** take center stage.

It is still suboptimal to



hire a ton of customer service reps and then wait for customers to complain; it means they expect complaints to be rolling in but not investigating why



to answer every call; if call times are logged, passing the customer around to decrease average handling time seems like a good result

A conversation on metrics is a data readiness assessment

Enterprises must leverage all customer data points to paint a full picture of who a customer is and the lifetime value to the company.

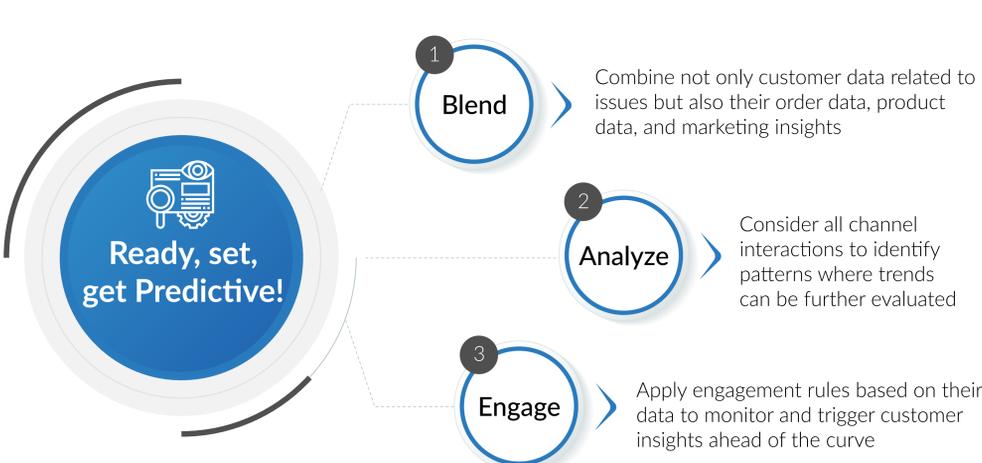
When we partner with clients in their Digital CRM Transformation, we provide metrics design and innovation to ensure that the metrics in place measure the right things.

We do everything



from drafting a vision statement and a strategic roadmap of their business goals

to executing on the analytics and AI enablement necessary to get to such goals.



Turning a leaf on Analytics with Predictive Service

A full-blown Analytics Service, housing more than Predictive capabilities to include Prescriptive Analytics, classification, and metrics innovation.

We build relationship-based models using data for what we call Predictive Service, which includes **statistical** and **AI** versions.



More analytics supporting every recommendation we give



The predictive power of our solutions stamped with reliability and replicability measures



Score every record, estimate their likelihood to behave or react a certain way, and even find lookalikes of the most desirable customers

Even the way we look at data is enhanced



Review and react quickly to changing customer dynamics



Forecast and plan product needs, service levels, and workforce management demands



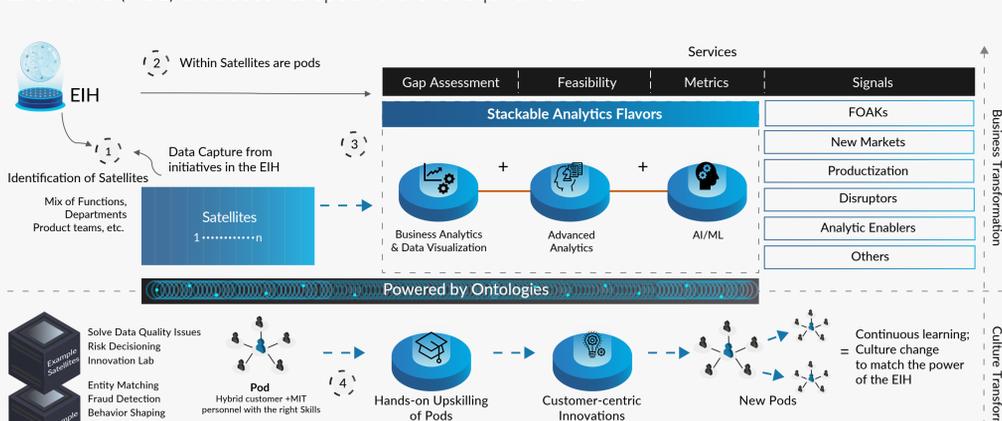
Drive product and service decisions based on insights that customers aren't saying in a survey

Use the right data responsibly at all times in serving the best experience to customers



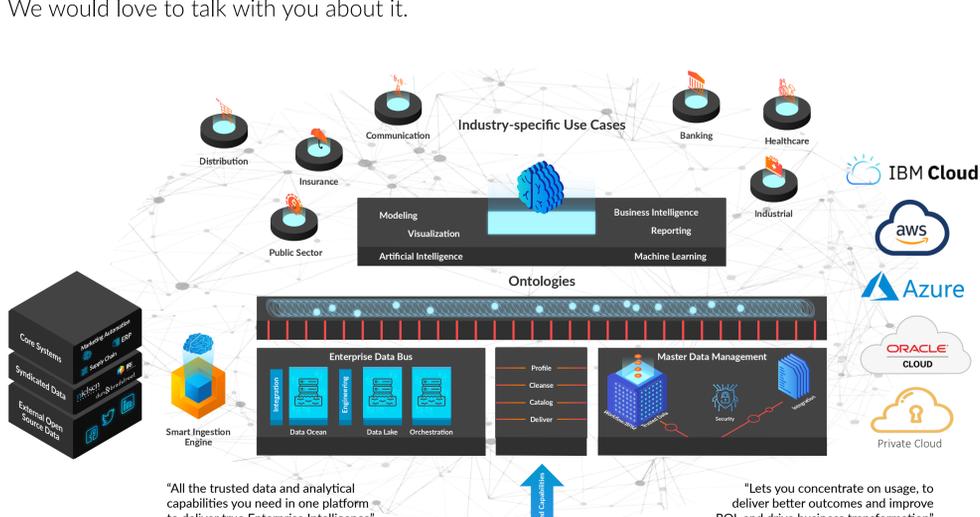
Mastech InfoTrellis Data Science Practice and Analytics Center of Excellence

Our team of data scientists hails academically and professionally from diverse backgrounds, allowing them to derive best practices across domains and design the Analytics Center of Excellence (ACE) that best fits specific client requirements.



We Architect Enterprise Intelligence

At Mastech InfoTrellis we work to expose our diverse corpus of enterprise data and leverage it with state of the art techniques from Decision & Data Science to accelerate enterprise learning. We would love to talk with you about it.



Mastech InfoTrellis is the wholly-owned subsidiary of Mastech Digital (NYSE MHH), a leading provider of Digital Transformation IT services. We offer professional services across data management, data engineering, and data science. Mastech InfoTrellis has a global presence with offices spread across North America (US: Mastech InfoTrellis, Inc. and Canada: Mastech InfoTrellis Digital, Ltd.), India (InfoTrellis India Pvt. Ltd.), United Kingdom and Ireland (Mastech InfoTrellis, Inc.) and Singapore (Mastech InfoTrellis Pte. Ltd.).

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