

K. A. CONSULTANTS DEC 23



# TELECOM DATA INTELLIGENCE

**USING GENERATIVE ARTIFICIAL INTELLIGENCE**  
GET TO KNOW ABOUT YOUR COMPETITORS FROM  
THEIR OWN CUSTOMERS' REVIEWS AND FEEDBACK

**CUSTOMER CENTRICITY FOCUS LIKE NEVER BEFORE !!**

## ***K. A. Consultants***

*K.A. Consultants* is a management consulting and data intelligence company with offices in Dubai, UAE, and New York, USA. We serve the largest players within the GCC region in various industries including Telecom, Banking, Oil & Gas, Airports, and Airlines. We have delivered powerful industry intelligence reports and Generative AI/NLP solutions with a high degree of accuracy. We have a Customer Intelligence unit that engages in analyzing structured and unstructured data that collects customer reviews and feedback for whole industries within a region, gaining our clients a huge advantage over their competitors and allowing them to secure higher ROI on **Sales, Product development, Marketing, and Branding efforts.**

## **Industry Customers Intelligence Reports**

These comprehensive reports are a hallmark of *K. A. Consultants'* service offerings. They are meticulously crafted, leveraging data from open sources to encapsulate customer reviews and feedback across entire industries within a region. This approach ensures that the reports are grounded in real-world customer experiences and sentiments, offering an authentic perspective on customer centricity. The intelligence gathered is not only extensive but also deeply insightful, reflecting the latest industry trends and technologies through the lens of customer feedback. These reports are invaluable for clients, providing them with a competitive edge by informing product development, marketing, and branding strategies. The inclusion of customer views and feedback in these reports marks a significant advancement in understanding industry-specific customer dynamics.

## **Customer Analytics and Scoring using NLP Prediction Models**

Alongside the intelligence reports, *K. A. Consultants* specializes in advanced customer analytics, underpinned by sophisticated natural language processing (NLP) prediction models. These models are adept at analyzing both structured and unstructured data, extracting nuanced insights from customer reviews and feedback. The predictive capabilities of these models enable clients to anticipate market trends, customer preferences, and potential shifts in consumer behavior. This foresight is crucial for making informed decisions, optimizing product offerings, and tailoring marketing campaigns to resonate more effectively with target audiences. The accuracy and reliability of these NLP models in scoring and analyzing customer data are a testament to *K. A. Consultants'* expertise in the field of generative AI and data intelligence.

**Our main Services:**

- 1 Industry Intelligence Reports**
- 2 Private AI/NLP Solutions**

Full description in the next pages

# Industry Intelligence Reports

## Industry Customer Reviews Intelligence Report

We analyze online customer reviews, utilizing sophisticated Natural Language Processing (NLP) algorithms to dissect sentiments, identify recurring themes, and extract meaningful insights. This highlights general consumers satisfaction, trends and shifts in behavior within industry.

## Client's Service Reviews Report

Here we analyze the client's own customers feedback. We categorize feedback, assess overall sentiment, and pinpoint specific areas of improvement or customer pain points. Integrating this qualitative analysis with the client's quantitative data, like sales figures or customer demographics, allows for a holistic understanding of customer experience.

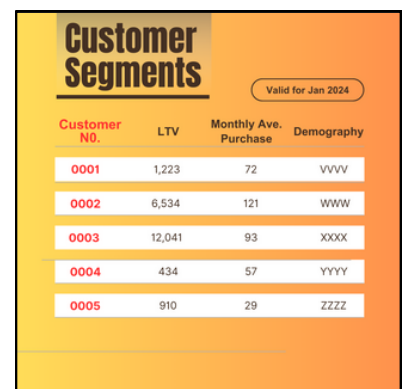
## Special Competition Intelligence "Focused" Report

This is a deep dive into the competitive landscape. Utilizing AI to process and analyze competitor's public data, social media, financial reports, and customer reviews, we provide comprehensive insights into competitors' strategies. This is to identify their strengths, weaknesses, opportunities, and threats, enabling our clients to formulate informed strategies to outperform their competition.

# Private AI/NLP Solutions

## AI/ML Customer/Product Segmentation

We apply AI/ML algorithms to segment customers/products based on various features such as behavior, demographics, and transaction patterns. This unbiased segmentation helps in identifying distinct customer groups, allowing for more targeted and high-ROI marketing strategies.

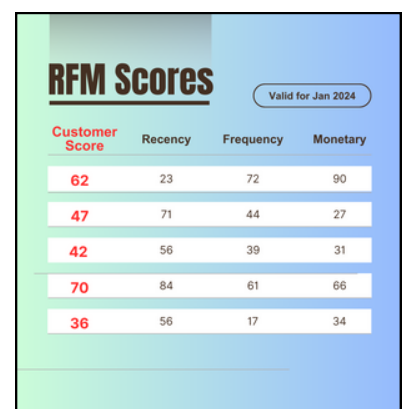


Customer Segments report screenshot showing a table with columns: Customer NO., LTV, Monthly Ave. Purchase, and Demography. The report is valid for Jan 2024.

| Customer NO. | LTV    | Monthly Ave. Purchase | Demography |
|--------------|--------|-----------------------|------------|
| 0001         | 1,223  | 72                    | VVVV       |
| 0002         | 6,534  | 121                   | WWW        |
| 0003         | 12,041 | 93                    | XXXX       |
| 0004         | 434    | 57                    | YYYY       |
| 0005         | 910    | 29                    | ZZZZ       |

## Customers RFM Scoring

Our scoring models are designed to rate customers on various scales, such as monetary, frequency, or recency. This scoring is based on a comprehensive analysis of historical customer data, which helps identify the most valuable customers, understanding their behavior patterns.



RFM Scores report screenshot showing a table with columns: Customer Score, Recency, Frequency, and Monetary. The report is valid for Jan 2024.

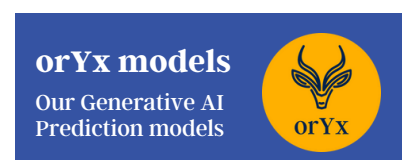
| Customer Score | Recency | Frequency | Monetary |
|----------------|---------|-----------|----------|
| 62             | 23      | 72        | 90       |
| 47             | 71      | 44        | 27       |
| 42             | 56      | 39        | 31       |
| 70             | 84      | 61        | 66       |
| 36             | 56      | 17        | 34       |

## Monthly Reporting Solution

Our automated reporting solution combines AI-generated insights with traditional data metrics. Using business intelligence tools, these reports are not just comprehensive but are also customized to highlight key metrics and insights relevant to the customer's score.

## Predictive New Customer Scoring

Utilizing predictive analytics, focus is on evaluating new customers. By analyzing data from existing customers, we develop models that score new customers based on likelihood of retention and propensity for cross & upselling. This also helps maximizing marketing efficiency and ROI.



# Industry Intelligence Reports

## Telecommunication

SAMPLE

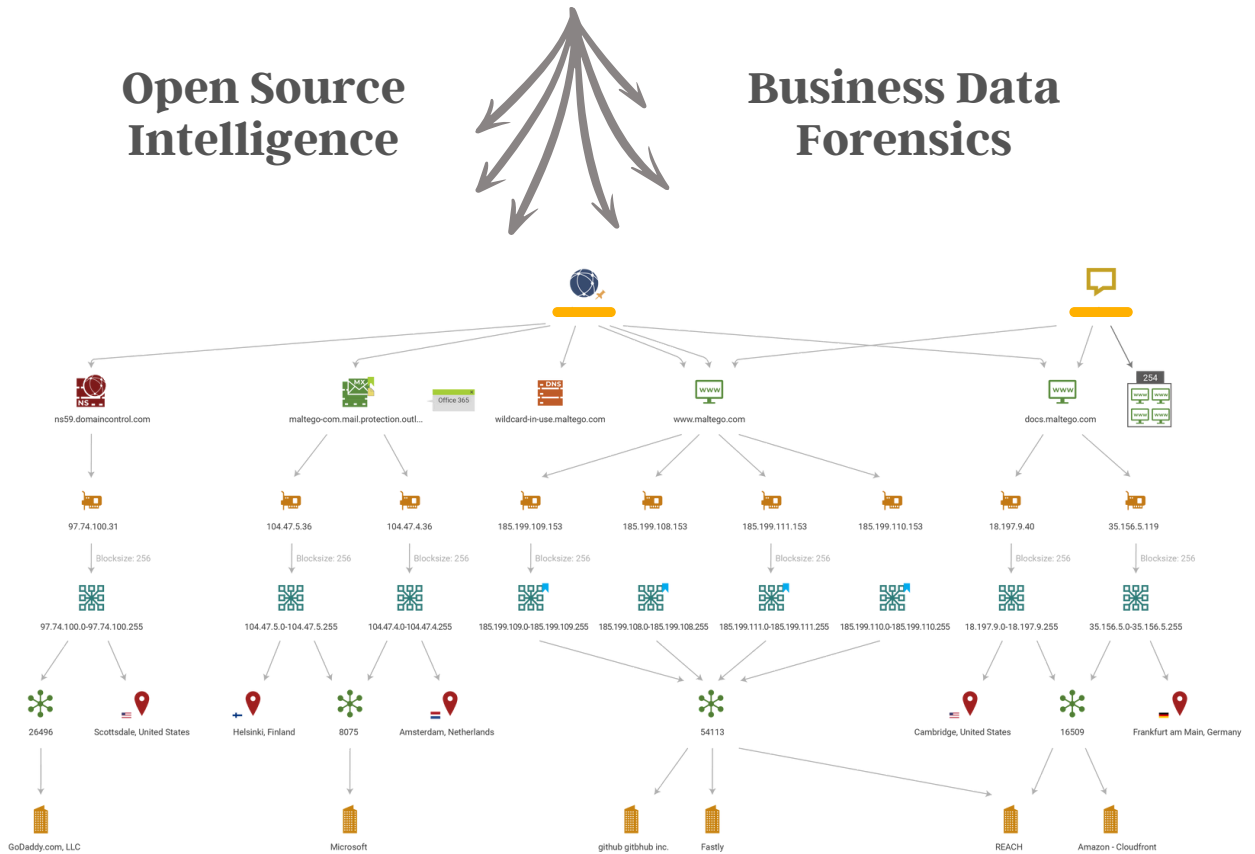
Region : Oman | Product : Broadband | Datapoints : Customer Reviews  
Type : Competition "Focused" Report (competitor customers feedback)  
Players : Omantel, Awasr, Ooredoo

We run a Full-Web Surveillance for gathering and scraping these customer reviews data

| Customer Concerns    | Customer Preferences | Product Dev.        | Marketing          | Predictive Analytics | Cultural Adaptation | Risk Mgt            |
|----------------------|----------------------|---------------------|--------------------|----------------------|---------------------|---------------------|
| about Products       | about Products       | current needs       | latest news        | consumer behavior    | cultural nuances    | economic indicators |
| about Customer Serv. | about Customer Serv. | requested features  | customers feedback | growth areas         | local trends        | regulatory trends   |
| about Prices         | about Prices         | advanced technology | trend analysis     | trend forecast       | current themes      | environment factors |

Open Source Intelligence

Business Data Forensics



# Private AI/NLP Solutions

The transformative power of ML (Machine Learning) in customer or product segmentation, particularly when combined with scoring methods like RFM (Recency, Frequency, Monetary value), is profound. It becomes even more impactful when merged with insights from customer reviews sourced from call center transcriptions, surveys, and online reviews. Our orYx NLP/AI solution plays a pivotal role in this process, offering several **key deliverables**:

## Unbiased Customer/Product Segmentation

Traditional segmentation methods can be subjective and reliant on human interpretation. ML algorithms, on the other hand, objectively analyze large datasets to identify patterns and groupings that might not be apparent otherwise. These algorithms can segment customers or products based on various factors, including purchasing behavior, preferences, and engagement levels. The unbiased nature of this segmentation allows businesses to understand their market and customer base more accurately.

## Predictive Scoring on Individual Customers/Products

ML models, particularly those that incorporate RFM scoring, can predict future customer behavior by analyzing past actions. This involves assessing how recently and frequently a customer has made purchases and the monetary value of these purchases. By integrating NLP capabilities, these models can also extract sentiment and thematic patterns from textual data, such as customer reviews or feedback, providing a more nuanced understanding of customer satisfaction and preferences.

## Assigning New Customers with relevant Scores and Segments

One of the most significant advantages of an AI solution like orYx is its ability to not only analyze existing customer data but also to predictively score and segment new customers. This is achieved by leveraging the patterns learned from existing data and applying them to new entries. This predictive capability ensures that new customers are quickly and accurately integrated into the company's marketing and sales strategies.

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## Integration of the above elements through orYx models significantly enhances ROI :

**Sales** : By understanding customer segments and individual preferences, sales teams can tailor their approaches, leading to more effective upselling and cross-selling strategies.

**Marketing** : Segmentation and predictive scoring enable more personalized and targeted marketing campaigns. Marketers can design campaigns that resonate more with specific segments, increasing engagement and conversion rates.

**Product Development** : Insights from customer feedback can inform product development, ensuring that new products or features are aligned with customer needs and preferences.

**Branding** : Understanding customer sentiment and preferences helps in crafting a brand image and messaging that appeals to the target audience, enhancing brand loyalty and recognition.

# DATA MAPPING & INTELLIGENCE GATHERING

THE USE OF NLP (NATURAL LANGUAGE PROCESSING) AND GENERATIVE AI IN COMPETITION DATA GATHERING IS TRANSFORMING THE LANDSCAPE OF INDUSTRY INTELLIGENCE.

## DEPLOYING “OSINT” OPEN SOURCE DEEP INTELLIGENCE!

THE COLLECTION AND ANALYSIS OF DATA FROM PUBLICLY AVAILABLE SOURCES.

THE BENEFITS OF THIS KIND OF INTELLIGENCE ARE SIGNIFICANT; IT'S UNCLASSIFIED, LIVE, ACCURATE, ACCESSIBLE AND HIGHLY EFFECTIVE.



## HERE'S AN OVERVIEW OF HOW OUR INTELLIGENCE REPORTS ENHANCES DECISION MAKING:

### SENTIMENT ANALYSIS:

BY ANALYZING CUSTOMER SENTIMENTS TOWARDS PRODUCTS, BRANDS, AND TRENDS, OUR CLIENTS CAN ADJUST THEIR STRATEGIES ACCORDINGLY. NLP ENABLES THE IDENTIFICATION OF POSITIVE, NEGATIVE, OR NEUTRAL SENTIMENTS IN TEXTUAL DATA, PROVIDING INSIGHTS INTO CONSUMER PREFERENCES AND BEHAVIORS.

### PERSONALIZED MARKETING:

WE ALLOW AI SEGMENTATION TO CREATE PERSONALIZED CONTENT FOR INDIVIDUAL CUSTOMERS. THIS INCREASES ENGAGEMENT AND CUSTOMER LOYALTY, AS MARKETING EFFORTS ARE TAILORED TO MEET THE SPECIFIC INTERESTS AND NEEDS OF EACH CUSTOMER SEGMENT.

### ENHANCED FORECASTING:

OUR MODELS ARE USED FOR MORE ACCURATE DEMAND FORECASTING AND RESOURCE ALLOCATION, ENSURING THAT OUR CLIENTS ARE BETTER PREPARED FOR FUTURE CHALLENGES AND OPPORTUNITIES.

### INDUSTRY MARKET RESEARCH:

WE PROCESS VAST AMOUNTS OF UNSTRUCTURED DATA FROM VARIOUS SOURCES LIKE NEWS ARTICLES, SOCIAL MEDIA, BLOGS, AND FORUMS. THIS ALLOWS FOR DEEP MARKET ANALYSIS AND TREND SPOTTING, GIVING OUR CLIENTS A COMPETITIVE EDGE BY STAYING AHEAD OF MARKET SHIFTS.

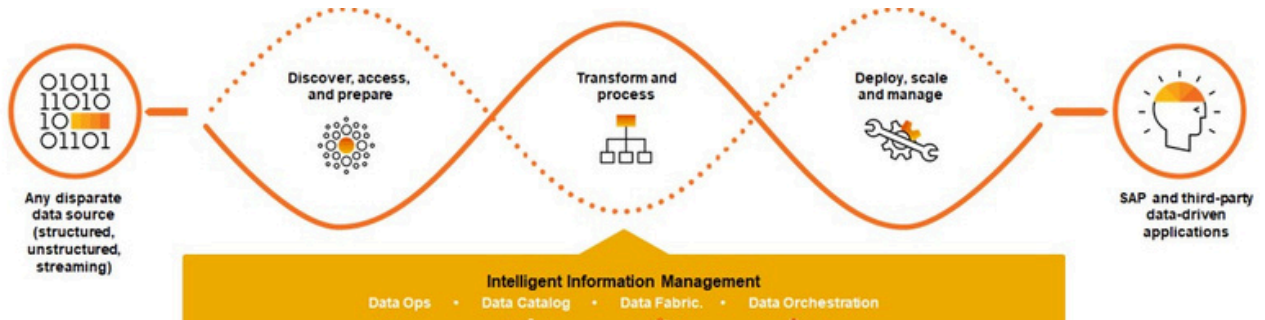
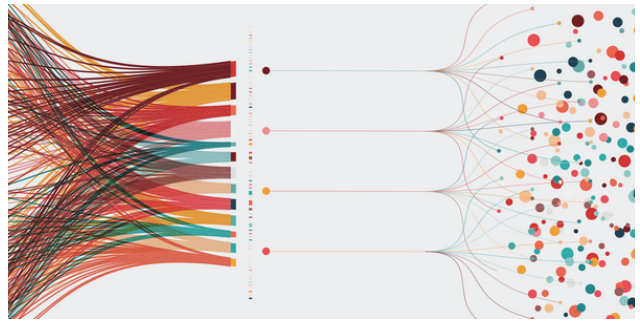
### PREDICTIVE ANALYTICS:

WE CREATE PREDICTIVE MODELS BASED ON HISTORICAL DATA AND CUSTOMER SENTIMENTS. THIS ASSISTS OUR CLIENTS IN ANTICIPATING FUTURE MARKET TRENDS, CUSTOMER NEEDS, OR POTENTIAL RISKS, ALLOWING FOR PROACTIVE STRATEGY DEVELOPMENT.

### COMPETITIVE BENCHMARKING:

WE CONTINUOUSLY MONITOR INDUSTRY COMPETITION ACTIVITIES, FROM PRODUCT LAUNCHES TO MARKETING CAMPAIGNS, PROVIDING VALUABLE INSIGHTS ON INDUSTRY STRATEGIES. THIS INFORMATION HELPS OUR CLIENTS TO BENCHMARK THEIR PERFORMANCE AND ADAPT THEIR STRATEGIES FOR BETTER MARKET POSITIONING.

**True Business Power  
Starts with Functional  
DATA**



## YOUR DIRECT BENEFITS FROM OUR ORYX INTELLIGENT MODELS & REPORTS

- **CUSTOMER CENTRICITY FOCUS** LIKE NEVER BEFORE WITH HIGH ACCURACY
- **DEVELOP INDUSTRY KNOWLEDGE** SUPERIOR TO YOUR COMPETITION
- **IDENTIFY CUSTOMERS PREFERENCES** AND PAIN POINTS, OBJECTIVELY
- **TACKLE STRENGTHS & WEAKNESSES** EXTRACTED FROM CUSTOMER INSIGHTS
- **BOOST ROI ON EFFORTS** IN SALES, MARKETING, AND PRODUCT DEVELOPMENT
- **OFFER ACCURATE VALUE PROPOSITION** BASED ON CUSTOMERS PERSPECTIVES
- **IMPROVE BRAND AWARENESS** BASED ON VISION AND PUBLIC PERCEPTION



### Data (not cash) is KING

Functional data with intelligent architectural processing

