

K. A. CONSULTANTS MAR 24



UTILITY CUSTOMER DATA INTELLIGENCE

**DATA-DRIVEN CUSTOMER INTELLIGENCE AND
OPERATIONAL EFFICIENCIES FOR UTILITIES**

CUSTOMER-CENTRICITY FOR UTILITIES PROVIDERS !!

About *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, Insurance, 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 possess 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 **Product development, Marketing, and Branding efforts.**

Customer Analytics and Scoring using NLP Prediction Models

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 call center audio files and various customer 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.

Boosting customer experience in the water utilities sector through AI/ML involves a multifaceted approach that includes customer segmentation, ROI-based customer scoring, and supply predictions. These strategies enable water utilities to enhance service delivery, improve operational efficiency, and ensure sustainable resource management. Let's explore how these AI/ML use cases can benefit both customers and the utility company, incorporating insights from historical data and leveraging online data for real-time decision-making. Here are a few Use Cases for reference:

- **Customer Behavioral Segmentation:** We Utilize clustering algorithms, hierarchical clustering to segment customers based on usage patterns, payment history, and service preferences. We infuse this with Natural Language Processing (NLP) to analyze customer feedback and reviews for deeper insights into customer satisfaction and needs.
- **ROI-based Customer Scoring:** We develop predictive models using machine learning techniques to score customers based on their potential return on investment from targeted programs or interventions. We then incorporate structured and unstructured data (online reviews, call center audio) for a comprehensive customer understanding.
- **Water Supply Predictions:** We leverage time series forecasting models (e.g., ARIMA, LSTM networks) for accurate water supply predictions based on historical consumption data, weather patterns, and climate change projections. Then we deploy NLP for real-time monitoring of online data sources (social media) and call center audio detection to anticipate and react to events affecting water supply and demand.

Customer Intelligence Reports

Customers' Reviews Intelligence Report

We analyze utilities 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.

Utilities Companies 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 consumption rates or customer demographics, allows for a holistic understanding of customer experience.

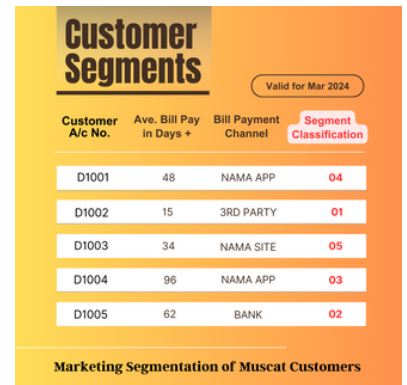
Anomaly Anatomic Intelligence Report

This is a deep dive into a peculiar anomaly landscape. Utilizing AI to process and analyze respective data, social media, financial reports, and customer reviews, we provide comprehensive insights into the anatomy of the anomaly. This is to identify the culprit, strength, weakness, opportunities, and threats, to address or eliminate such anomaly with ample, accurate, and relevant data.

Customized AI/NLP Solutions

AI/ML Customer/Product Segmentation

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




Customer Segments report screenshot showing a table with columns: Customer A/c No., Ave. Bill Pay in Days +, Bill Payment Channel, and Segment Classification. The report is valid for Mar 2024. The table lists five customer segments with their respective metrics.

| Customer A/c No. | Ave. Bill Pay in Days + | Bill Payment Channel | Segment Classification |
|------------------|-------------------------|----------------------|------------------------|
| D1001 | 48 | NAMA APP | 04 |
| D1002 | 15 | 3RD PARTY | 01 |
| D1003 | 34 | NAMA SITE | 05 |
| D1004 | 96 | NAMA APP | 03 |
| D1005 | 62 | BANK | 02 |

Marketing Segmentation of Muscat Customers

Customers/Products ROI-based Scoring

Our scoring models rate customers on various scales, such as monetary, payment history, and consumption rates. This scoring is based on a comprehensive analysis of historical customer data, which helps identify the most valuable customers /products, by understanding their behavioral patterns, and catering to each segment accordingly.



Customer ROI-Score report screenshot showing a table with columns: Ave. Bill Pay in Days +, LTV in OMR, Monthly Ave. Consump. m3, and Score max 300. The report is valid for Mar 2024. The table lists five customer segments with their respective metrics.

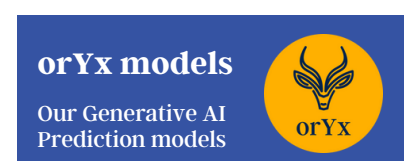
| Ave. Bill Pay in Days + | LTV in OMR | Monthly Ave. Consump. m3 | Score max 300 |
|-------------------------|------------|--------------------------|---------------|
| 48 | 1,223 | 38 | 275 |
| 15 | 6,534 | 55 | 150 |
| 34 | 12,041 | 51 | 195 |
| 96 | 434 | 57 | 235 |
| 62 | 23,041 | 32 | 220 |

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-Product Scoring

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



Customized AI/NLP Solutions

The transformative power of ML (Machine Learning) in customer or product segmentation, particularly when combined with scoring methods like ROI-based (Payment history, Consumption, Monetary value), is profound. It becomes even more impactful when merged with insights from customer reviews sourced from call centers, surveys, and online reviews. Our orYx NLP / Generative AI solution plays a pivotal role in this process, offering these 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 payment behavior, preferences, and consumption levels. The unbiased nature of this segmentation allows businesses to understand their market and customer base more accurately.

Predictive Scoring on Segmented Customers/Products

Our orYx models which incorporate ROI scoring can predict future customer behavior by analyzing past actions. This involves assessing how recently and frequently a customer has made payments and the total monetary value of these payments. 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 Products 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 product data but also to predictively score and segment new products. This is achieved by leveraging the patterns learned from existing data and applying them to new entries. This predictive capability ensures that new products are quickly and accurately integrated into the company's marketing and sales strategies.

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

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 passenger feedback can inform product development, ensuring that new products or features are aligned with passenger needs and preferences.

Branding : Understanding passenger 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 PASSENGER SEGMENTS. THIS INCREASES ENGAGEMENT AND PASSENGER LOYALTY, AS MARKETING EFFORTS ARE TAILORED TO MEET THE SPECIFIC INTERESTS AND NEEDS OF EACH PASSENGER 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

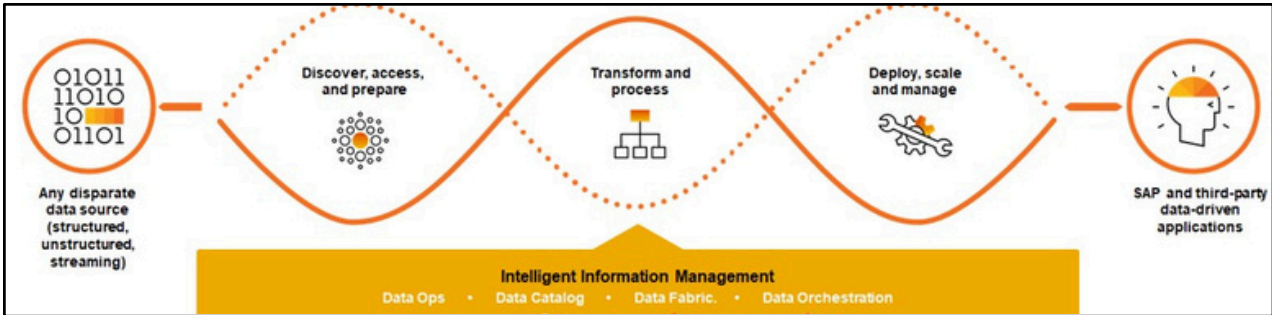
WE CREATE PREDICTIVE MODELS BASED ON HISTORICAL DATA AND PASSENGER SENTIMENTS. THIS ASSISTS OUR CLIENTS IN ANTICIPATING FUTURE MARKET TRENDS, PASSENGER NEEDS, OR POTENTIAL RISKS, ALLOWING FOR PROACTIVE STRATEGY DEVELOPMENT.

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**

| | | | |
|-------------|----------|--|--|
| Data Source | Internal | Human-Generated <ul style="list-style-type: none"> Survey ratings Aptitude testing Machine-Generated <ul style="list-style-type: none"> Web metrics from Web logs Product purchase from sales Records Process control measures | Human-Generated <ul style="list-style-type: none"> Emails, letters, text messages Audio transcripts Customer comments Voicemails Corporate video/communications Pictures, illustrations Employee reviews |
| | External | Human-Generated <ul style="list-style-type: none"> Number of Retweets, Facebook likes, Google Plus +1s Ratings on Yelp Patient ratings ratings Machine-Generated <ul style="list-style-type: none"> GPS for tweets Time of tweet/updates/postings | Human-Generated <ul style="list-style-type: none"> Content of social media updates Comments in online forums Comments on Yelp Video reviews Pinterest images Surveillance video |



YOUR DIRECT BENEFITS FROM OUR ORYX INTELLIGENT MODELS & REPORTS

- **CUSTOMER CENTRICITY FOCUS** LIKE NEVER BEFORE WITH HIGH ACCURACY.
- **IDENTIFY CUSTOMERS' PREFERENCES** AND PAIN POINTS, OBJECTIVELY.
- **TACKLE STRENGTHS & WEAKNESSES** EXTRACTED FROM CUSTOMER INSIGHTS.
- **BOOST ROI ON EFFORTS** IN 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

