

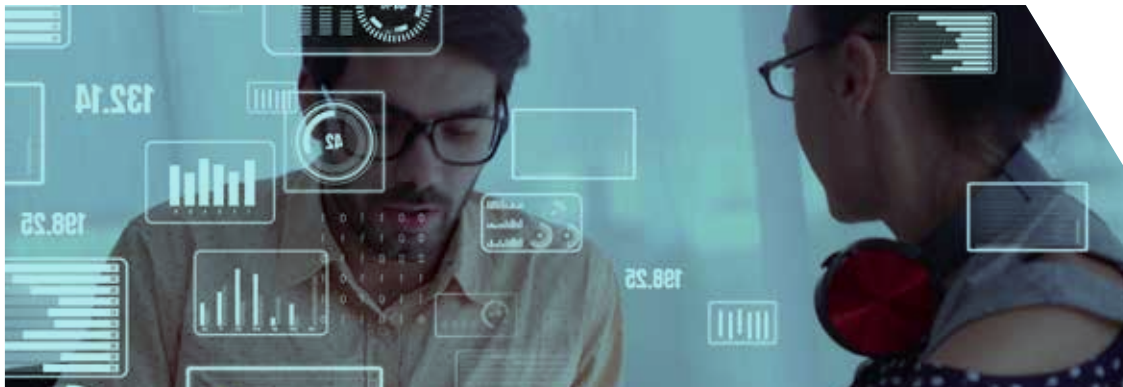
# ML Ops and Insights

## Case Study: Global Insurance and Benefits Provider

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Our customer is one of the world's most comprehensive insurance and benefits providers. The Company needed help with customer churn and customer sentiment analysis. To overcome these challenges, they implemented machine learning (ML) to predict customer churn and sentiment by analyzing customer calls to its call center.

Our customer partnered with Egen to design, develop and implement this ML/Ops solution. The ML models were designed to analyze customer calls and predict customer churn and sentiment. The Ops system was designed to ensure the ML models were constantly updated with the latest data and could scale up and down based on demand.



As a result of the ML/Ops solution, our customer was able to achieve the following quantifiable results:

### Predicting Customer Churn

The ML models could predict customer churn with an accuracy rate of 85%. This allowed the Company to proactively address customers' concerns likely to churn, resulting in a 20% reduction in customer churn.

### Analyzing Customer Sentiment

The ML models analyzed customer sentiment with an accuracy rate of 80%. This allowed the Company to identify areas for improvement in its products and services and proactively address any customer concerns. This resulted in a 15% increase in customer satisfaction scores.

### Improving Call Center Efficiency

The Ops system ensured that the ML models were constantly updated with the latest data and could scale up and down based on demand. This resulted in a 25% increase in call center efficiency.

### Reducing Costs

The ML/Ops solution helped the Company reduce costs by 10% by identifying and addressing the concerns of customers who were likely to churn, reducing the need for expensive retention campaigns.

Overall, the ML/Ops solution allowed this global benefits provider to predict customer churn, analyze customer sentiment, improve call center efficiency, and reduce costs. As a result, our customer significantly improved customer churn, customer satisfaction scores, call center efficiency, and cost savings.