



Machine Learning Case Study

Reveal Why's Use of Auger.AI's AutoML



Reveal Why

With an estimated 80% of all data unstructured, companies are waking up to the fact that there is significant business value and detail available. Add to that the complexity and challenge of extracting that information at scale and it is understandable why so many initiatives fail to achieve the target outcomes. We solve this by bringing practical solutions and value to our customers. What differentiates us is our ability to truly structure complex unstructured data better than anyone else on the market, faithfully capturing and reproducing multiple complex ideas in our conversions

THE CHALLENGE

Predict customer loyalty and referrals based on customer experience for a bank. This was to be delivered as an initial analysis and then as real-time customer scoring to support CRM and online experiences.

THE SOLUTION

Auger.AI provided a more accurate predictive model, quickly. Auger.AI saves data science analysts weeks of time experimenting with various algorithms and hyperparameters to get an accurate model. Reveal Why integrated structured data from 3 survey programs and followed that with natural language feature and topic extraction from the 14 open ended questions in each of those surveys. We then used a combination of regression and classification algorithms to determine the drivers of optimal customer experience and predict the ratings

THE BENEFITS

Benefit to the customer

There has been a lift in customer adoption of new services and cross-sold services and a significant

Benefit to AWS

AWS gained a new cloud customer. Additionally, we now have a powerful new analytical process that will

Benefits to Auger.AI and Reveal

Reveal Why was able to deliver a superior data modeling pipeline solution with less expensive talent.

ABOUT AUGER.AI AND AMAZON WEB SERVICES

Auger.AI tries all possibly machine learning algorithms and hyperparameter settings to rapidly build an accurate predictive model. Reveal Why provided this solution to a midsize commercial bank whose primary business is financial and business AWS provides strong machine learning capabilities on the cloud and a rich APN Partner community to help you unlock new business value and serve customers.

NEXT STEPS

To learn more about how AWS, Auger.AI and Reveal Why came together to solve the customers problems. Auger.AI quickly provided a more accurate predictive model. www.auger.ai