



KXEN's Predictive Offers™ Available on Salesforce.com's AppExchange



Predictive Offers™

on **appexchange**

Cloud-Native Predictive Analytics

- Next Best Activity
- Business Rules
- Self-Learning

[Start Your Free Trial!](#)

Features

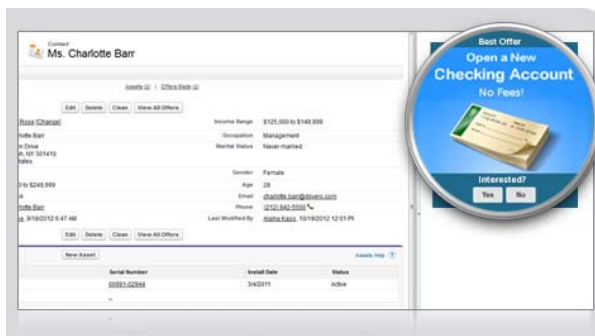
- :: Packaged with the Salesforce Service Cloud
- :: Service Cloud Console agent recommendation
- :: Add multiple offers or promotions in clicks
- :: Custom offer models for every org's unique data
- :: Simplified rule-based constraints
- :: Offer call scripts
- :: Offer tracking and history
- :: Asset creation for accepted offers
- :: Continuous self-learning
- :: Brain-dead easy administration
- :: Out-of-the-box dashboards and reports

Today, customers interact with businesses more often and in more ways than ever before (e.g. your website, call center, chat, email, SMS, social channels like Twitter & Facebook, etc.) Regardless of channel, every customer interaction is an opportunity to build your customer relationship.

Make Every Offer the Next Best Offer

KXEN's Predictive Offers™ is an application built on the Cloud Prediction™ platform and enables the management of intelligent offers in salesforce.com.

Now, predictive analytics, which traditionally has only been available on-premise to large B2C companies with dedicated teams of data scientists, is available to salesforce.com customers of all sizes.



Make Customer Service Agents Smarter

In contrast to rule-based offer systems which are complicated to setup and maintain and often are based on intuition or outdated analysis, a predictive model-based next best activity solution learns by itself, analyzing all available information to create a mathematically optimal score,

Next best offers are determined by 1) a prediction of the offer's likelihood to be accepted and 2) simplified, rule-based constraints like if the customer is eligible or if there is inventory on-hand (e.g. think wait times for Apple's iPhone 5.)

Product	Probability	Exclusion Reasons
Retirement Account	46.909%	PRIOR OFFER REJECTED
Brokerage Account	25.979%	ALREADY HAS
Check	10.92%	
Saving	3.484%	
Visa Signature	2.146%	INSUFFICIENT BALANCE

“KXEN is leveraging the power of the Salesforce Platform to provide customers with the right tools to drive their transformation into customer companies.”

— Alex Bard
SVP, Service Cloud
Salesforce.com

“KXEN helps put the right products and services in front of members at the right time.”



— Daniel Mathieux
Director, Member Insights and E-Business



“With KXEN, we can deliver the right offer, to the right customer at the right time.”

— Dr. Jacky Huyghebaert,
Customer & Market
Intelligence Expert
Belgacom

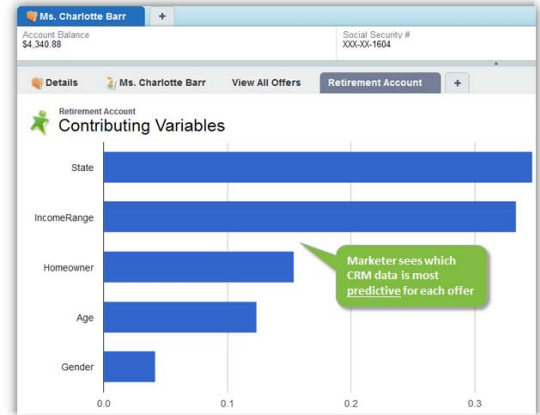
“We believe that KXEN can allow us to take customer engagement to a whole new level.”

— Michael McGinn,
VP, Customer Experience
Rhapsody

Deployed by the Business (Sorry, No PhD Required!)

Having the ability to build hundreds of targeted offers allows you to make every action the next best action. With traditional approaches or a spaghetti mess of business rules, this is a daunting task. For KXEN's Predictive Offers™, it's business as usual.

With KXEN's Predictive Offers™, there is no complicated setup, no need to manually define what makes a good offer and no prior analytical knowledge required. Salesforce customers simply install the application, add an offer, and the solution instantly starts learning.



Deep Domain Expertise and Solutions

KXEN has a long history of delivering value in large organizations. And guess what? It's worked for over 500 of our customers worldwide. As observed in a recent report by Aberdeen, KXEN customers are 40-50% more likely to be able to design customized offers for market segments and individuals than their peers.* With the introduction of Predictive Offers™, customers gain instant access to the same sophisticated predictive engine used by some of the world's largest banks, telecommunications providers, retailers and e-businesses.

- :: **Communications:** we're helping over 40 of the leading communications providers optimize relationships for over 300 million subscribers globally including Vodafone, Cox, Belgacom, U.S. Cellular, and Rogers
- :: **Financial Services:** over 45 of the largest banks and insurance companies worldwide have standardized on InfitelInsight®, including Bank of America, Wells Fargo, ING, Discover and Barclays, to manage over 200 million of their own retail and commercial relationships
- :: **Retail:** leading retailers like Lowe's, Sears, True Value, Eldorado, Allegro, Darty, Shutterfly, Overstock.com and MonotaRO – are using InfitelInsight® to manage customer relationships that contribute over \$500 billion in annual revenues.

It's pretty clear we've been around the block. We're committed to providing a solution that works for your business.

* "KXEN Customers Achieve Rapid Model Development and Precise Targeting," by David White, Aberdeen (April 2012)

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