

# ANALYTICS SERVICES



**datapac<sup>®</sup>**

New dimension to your data

# Analytics services

analytics  
services  
by datapac

## ONYX

Take advantage of our comprehensive ONYX solution and save your operator's time, evaluate topics and their development over time, and give management a better insight into the performance of your subordinates. Processing of audio recordings and text analytics provides transparent reporting and easy call searching.

### ONYX allows:

- Text transcription in Slovak, Czech, Polish, English, German and many more
- Key words identification
- Language (dialect) identification
- Age identification
- Sex identification
- Communication analysis:
  - Length of silence
  - Jumping into speech
  - Cadence of words
  - Share of each speaker
- Voice biometrics

## Advanced analytics

Advanced analytics will help you increase sales, turnover, margin, and streamline the operation of your processes. It can also find patterns, themes and motives of interest regarding your customers and help you make the right decisions. Our analytical team will help you enhance the processing of huge amounts of data using algorithms and build on your structured and unstructured transactional data models to achieve the following goals:

### Structured data

- Creation of predictive models (tendency to exit or buy other products)
- Analysis of shopping carts and next best offer
- Segmentation and customer behaviour analysis
- Dynamic pricing and price sensitivity analysis
- Predictive maintenance
- Remote monitoring and intelligent control of operating technologies

### Unstructured data from voice and text analysis

- Extraction of new opportunities, identification of potential for cross and up sell
- Identification of potential outflow/exit
- Evaluation of services and products on social networks, forums, blogs, emails
- Competition analysis
- Analysis, modification and automation of the satisfaction survey questionnaire
- Categorization of documents, processing automation, identifying topics (suggestions and complaints)

## Reporting

### Operation reporting

Convert your reports from hard-to-read structured datasets into advanced and transparent graphics. We provide you with improved aggregate information for each business request and broad analytical services and processing of various data types, such as:

- Transaction data
- Customer data
- Unstructured data
- Voice data
- On-line and social media data

Develop your economic results with state-of-the-art technology tailor-made to your needs:

- Reuniting reporting platform across the company
- Creation and management of reports and analyses
- Preparation of source data for reporting
- Setting the automatic process for updating data
- Distribution of reports to different departments and their consumers using different channels

We have experience of operation reporting in management, economy, finance, human resources, information technology, sales performance, logistics, warehouse management and more.

### Strategic reporting

Take advantage of the advanced levels of top management reports that can display key performance metrics for:

- supporting strategic decision-making processes of management
- identification and data flows showing possibilities and risks
- Strategic controlling and planning
- Management system of organization and quality of management

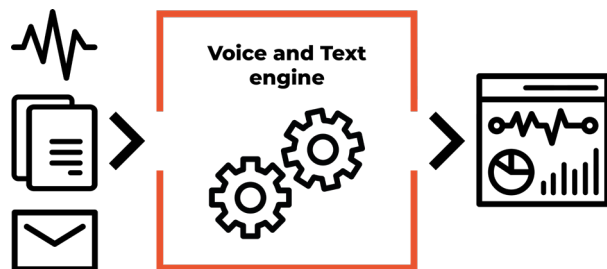
## Customer intelligence

### Personalized solution

Today's customer is demanding, informed, and requires relevant and consistent communication, regardless of the channel. The ability of an organization to provide a good customer experience is often the only way to distinguish itself from competitors. Therefore, it is essential to have automated personalized communication with the customer - delivering the right offer, to the right customer, on the right channel, at the right time.

### Our marketing automation assists with:

- Implementation of direct marketing campaigns, regardless of channel, particularly automated campaigns
- Creation and use of a unified view of the customer
- Centralization and management of your campaigns in one place
- Personalization and efficient evaluation of campaigns to ensure maximum campaign effectiveness
- Delivery of consistent customer experience via automated processes, contact records, and contact policy.



# datapac<sup>®</sup>

**Contact us for more  
information**

Datapac s.r.o.  
Elektrárénská 1394/4  
831 04 Bratislava  
Slovenská republika

+421 3 3923 7000  
obchod@datapac.sk  
[www.datapac.sk](http://www.datapac.sk)

Datapac has more than 20 years of experience with innovation. The company's main activity is the development and implementation of information systems for the management of retail networks and advanced analytics services. We keep pace with the latest trends and technologies and support our customers with professional service. We are a strong and reliable partner on the European market.