



Market Innovator

Cerebri AI Sets The Standard for Managing Customer Journey Analytics

EXECUTIVE SUMMARY

Key Stakeholders: Chief Revenue Officers, Chief Technical Officers, Vice President of Sales, Vice President of Marketing, Vice President of Service, Sales Directors and Managers, Marketing Directors and Managers, Service Directors and Managers, Vice President of Analytics, Analytics Directors and Managers, Data Science Directors and Managers

Why It Matters: The modern business world increasingly demands customer journeys to support as-a-Service offerings, the Subscription Economy, and Customer Lifetime Value-based business models that go across sales, marketing, and service. To manage and support these customer journeys, businesses must be able to manage the complexity of the data, metadata, business process definitions, customer journey framework, decision management, predictive analytics, revenue forecasting, and brand management associated with these journeys at an individual customer level.

Top Takeaway: Cerebri AI has developed a solution that manages multiple functional and technical challenges of supporting a "Power of One" vision for managing marketing, sales, and service relationships on an individualized customer basis. By using Cerebri AI, companies can both manage customer relationships at scale and receive guidance for the best potential action or most profitable action at any point within the customer journey.

INTRODUCTION TO CEREBRI AI

Cerebri AI is a company focused on measuring the financial and business value of customer experience decisions across the entire customer journey through the use of artificial intelligence. By providing this context on an individual basis in real-time across every data-defined behavior and relevant event of the customer journey, Cerebri AI allows companies to make decisions based on the next best action for product, business unit, or brand success.

Cerebri AI supports this granular management of the customer journey through a machine learning platform called Cerebri CX 2.0 that is designed to analyze every transaction in context of a customer's projected brand commitment and product need across time duration and life events. This modeling capability tracks customers across a wide variety of data sources with the goal of accurately identifying customer needs while maintaining personal privacy and data protection. Amalgam Insights believes that this combination of capabilities makes Cerebri AI a unique solution in managing customers through the Customer Journey and ongoing service lifecycle.



CEREBRI MISINTERPRETED

Amalgam Insights has noticed that Cerebri AI can be difficult to categorize in today's market of current marketing, sales enablement, and customer experience technologies. Unlike most comparable sales and marketing enablement solutions, Cerebri AI was designed to be a data, metadata, analytics, and machine learning solution centered around the customer journey, which leads to functionality that crosses multiple defined markets.

For instance, in looking at Cerebri AI's use cases and functionality, Amalgam Insights observes that Cerebri AI could be potentially confused for a solution in one of the following markets:

Auto Modeling Solutions can analyze data through automated model selection, integration of multiple models, and hyperparameter optimization to build a complete customer journey that identifies all of the drivers associated with gaining revenue. However, they may not necessarily track the contribution and order of each driver or the ontology and behavioral context for each of these drivers. And they may not provide visibility into how the model provides its outcomes. DataRobot, H2O Driverless AI, and Microsoft Azure Machine Learning are examples of auto modelling solutions. Cerebri AI uses a model integration approach specifically to shape and visualize the customer journey associated with experiences such as purchases, loans, and brand relationships rather than integrating models as a general auto modeling solution.

Customer Master Data Management and 360-degree Customer Solutions offered by the likes of Informatica and others have been promoted for several years as a solution to build a complete view of the customer based on creating a data lake or a data aggregation meant to display all of the most relevant information associated with a customer. There are also emerging vendors in this space focusing on ingesting customer data to create interest-driven or psychographic customer profiles.

Cerebri AI should be seen as an augment for these types of solutions in that Cerebri AI provides guidance on how to ingest, categorize, and analyze all of the data associated with each customer and to analyze their transactional actions, life event data, and other relevant information into a consolidated data-defined customer journey. Cerebri AI serves as a method to catalog, analyze, and forecast customer journey outcomes rather than to store customer data.

Customer Engagement Analytics solutions across the Customer Journey such as Adobe Analytics, Pegasystems, SAS 360 Engage and Discover, and IBM Watson Customer Experience Analytics typically focus on supporting visibility to omnichannel activity on a real-time basis, but lack the depth of modelling or analysis to conduct effective what-if analysis based on the customer's behavior across every key performance indicator or conversion point within the customer journey. Most solutions of this type focus on a cohort-based approach or correlate only to a short-term revenue goal rather than providing a portfolio of approaches based on each customer's behavior and experience. In addition, these solutions typically require the data to be mapped to the solution's existing data model, rather than automating the creation of the data model. And these solutions tend to focus on providing real-time outputs and may not provide access to the actual models and business logic used to provide the outputs.



Decision Management solutions focused on revenue typically provide analytics capabilities and suggestions to support the optimization of a decision. However, these solutions typically need to be integrated with data ontology solutions and then need to be further developed into executable applications to be made available to line-of-business users. In these solutions, data context and customer journeys have to be developed prior to setting up the decision trees and next best action recommendations that these solutions support.

This is a capability Cerebri AI supports specifically within the customer journey by suggesting "Next Best Actions" to optimize the customer's experience in context of the customer journey. The recommended action may be automated or personal and either virtual or in real-life in line with the current business reality of omnichannel marketing and commerce. However, because Cerebri AI is a solution focused on the customer journey and the data, events, ontologies, and metrics associated with improving customer experience, it does not quite fit within the category of a pure decision management system.

CEREBRI AI'S ROLE IN MANAGING THE CUSTOMER JOURNEY

If Cerebri AI is often mistaken for all of these other types of companies and doesn't exactly fit into any one of these categories, then what is Cerebri AI? Amalgam Insights believes that Cerebri AI is best described as customer journey value management or customer journey analytics with the idea that a customer journey fits the following characteristics:

- It describes the purchasing process and experience of a single customer
- It has multiple qualifying steps and events that lead to the purchase, which may include stages of Revelation, Investigation, Comparison, Acquisition, Setup, and Upgrade
- Each stage is vulnerable to a delay or abandonment of the purchase
- Each step occurs at a specific time period and is dependent on one or more previous events
- Each step may be dependent or independent of the vendor (for instance, a baby stroller company cannot control when babies are born.)

Cerebri AI allows companies to define the customer journey of each individual, take the most appropriate action for each individual, and then work with the cohorts seeking the greatest assistance to achieve the key performance indicators that the company is seeking to achieve. From a data and analytic perspective, Cerebri AI takes care of describing the customer journey, defining the ontology, modeling the journey, providing the next best action, and calculating financial projections at any point in the customer journey. And this can be done at massive scale.

The emergence of Cerebri AI in the customer journey space is indicative of the use of artificial intelligence to create use-specific applications, rather than simply providing artificial intelligence and machine learning to enterprises in the forms of toolkits, code libraries, services, and platforms for cutting-edge programmers, data scientists, and architects to use.



The challenge of describing Cerebri AI largely comes from the challenge of trying to describe a set of data and machine learning capabilities solely focused on deeply understanding all interactions of the customer journey, including the data, the metadata, the analytics, the model, the financial outcomes, the business context, and the customer context. This combination of capabilities is typically associated with some combination of data unification, data catalog, predictive analytics, machine learning, decision management, time-series analytics, and graph analytics.

In this context, Cerebri AI can be used for a variety of customer journey capabilities.

- First, it can ingest all of the relevant customer interactions that may be part of the customer journey and to contextualize this data around each individual customer or potential customer.
- Cerebri AI can build the framework of interaction touchpoints across sales, marketing, and service that define a successful customer journey in context of relevant performance indicators, metrics, outcomes, or brand relationships. This framework can then be used to view each customer to determine their current tendency for interaction.
- Cerebri AI also can be used to provide business-specific ontologies to provide categories and definitions for the data and analytics used to calculate the customer's current brand experience and propensity to spend. This allows the customer data to quickly become business-accessible for users that may not have strong data or analytics experience.
- Cerebri AI can estimate the current and future contract value of each customer at any point of the customer journey or the likelihood that each customer will achieve a relevant goal associated with improving their relationship with a brand from any point within the customer journey.
- And finally, Cerebri AI as a solution to help guide customer-facing employees by recommending the best action associated with the customer journey at any given point along the journey.

RECOMMENDATIONS

Consider Cerebri AI as an integrated tool to support the data, metadata, analytics, customer journey mapping, decision management, revenue forecasting, and brand management capabilities needed to manage an integrated customer success initiative. Rather than struggle with the complexity of the integration needed to manage this technical stack of functionalities, Amalgam Insights recommends Cerebri AI for consideration as a solution to help companies understand how each customer has had their brand loyalty affected by all relevant customer-facing interactions. This allows companies to take a strategic view into how to treat customers either to maximize short-term value or lifetime value based on the current needs of the company, business unit, or department making the relevant decision.



Companies struggling to personalize their customer outreach to align with individual customer experiences should consider Cerebri AI as a tool to provide visibility into customer journeys. By using Cerebri AI, these companies can gain insight from digging deeply into individual journeys rather than working with demographic or statistically-defined cohorts of customers that may be hiding or deemphasizing important details of individual experiences.

Amalgam Insights recommends Cerebri AI to be considered to support individualized actions across sales, marketing, and service to enhance customer experience. Cerebri AI can provide transparent logic, real-time metrics, and directional guidance at any point in the customer journey towards any relevant outcome, purchase, or brand experience the company is seeking to provide. This flexibility across departments, data, and goals makes Cerebri AI especially valuable for companies seeking to unify all aspects of the customer experience towards shared brand and revenue goals.

CONCLUSION

The modern business world increasingly demands new business models based on as-a-Service offerings, the Subscription Economy, and Customer Lifetime Value that are associated with increasingly complicated customer journeys and integrated account and branding plans that cross sales, marketing, and service departments.

In light of this challenge, Cerebri AI has developed a solution that manages multiple functional and technical challenges of supporting a “Power of One” vision for managing marketing, sales, and service relationships on an individualized customer basis. By using Cerebri AI, companies can both manage customer relationships at scale and receive guidance for the best potential action or most profitable action at any point within the customer journey. Companies seeking a next-generation approach to managing every individual customer journey without purchasing a variety of analytic and data management technologies should consider Cerebri AI as a dedicated solution to support the data, forecasting, and decision management needed to support modern and integrated customer experiences.

Hyoun Park
Principal Analyst and CEO
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ABOUT AMALGAM INSIGHTS

AMALGAM INSIGHTS

Is a leading research and advisory firm focused on the enterprise need to perpetually reimagining the path for increasing tech-driven value. Tactically, AI focuses on the following practices that augment and increase the value of technology: Technology Expense and IT Subscription Management, Future of Finance, DevOps and Open Source Development, Talent Assessment and Learning Management, Extended Reality, and Data Science and Machine Learning.

HYOUN PARK, PRINCIPAL ANALYST AND CEO

Hyoun is the Founder and CEO of Amalgam Insights. He focuses on Technology Expense Management, data management, and business model management challenges based on 20+ years of vendor, enterprise IT, and industry analyst experience.



Prior to Amalgam Insights, Hyoun:

- ◆ Led IT analyst practices at the Aberdeen Group and Blue Hill Research with over 300 research documents across analytics, mobility, finance, and collaboration.
- ◆ Managed multi-million dollar technology budgets at Bose and Teradyne.
- ◆ Managed billing data operations for two resale telecom CLECs.
- ◆ Built prediction models for the first Fantasy Baseball website, mosey.com



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