Automation Sales Guidance *for the*

'Predictive decisioning' Platinum Demo

Overview

Predictive decisioning integrates machine learning with business rules to improve decision accuracy by predicting future outcomes (e.g., the likelihood of customer churn). Business users can quickly create and use predictions to improve the effectiveness of their everyday processes.

This demo uses a telecom customer retention example, but the same pattern can be used with many other business scenarios (see the list on page 2).

The **benefits of predictive decisioning** include:

- Infuse intelligence into operational decisions
- Author predictive decisions using low-code decision modeling
- Build enterprise-scale predictive applications

Hints and tips

Predictive models can help companies reduce risk and increase revenue by identifying trends and predicting future outcomes. **Look for manual decisions that can't be effectively automated without utilizing predictive models.**

Historical transactional data can be a great source of insight. Predictive decisioning leverages this data to make machine learning decisions to decide on products and promotions to offer. **Look for opportunities to leverage historical data to make better offers to customers.**

Most business operations teams don't have access to data scientists. This demo shows how **business operations teams can build machine learning models without data science experience.**

Many companies want to embrace AI but don't know how to get started. **Look for opportunities to introduce predictive decisions as an excellent "first AI project."**

Look for organizations that struggle to create innovative applications due to their reliance on IT. **Demonstrate how lines of business can initiate new predictive decision projects without the need to rely on IT.**

Decision services can be seamlessly integrated with other automation technologies such as workflow, capture and content. Target existing Cloud Pak for Business Automation customers and **pursue opportunities to extend their automations with predictive decisions.**

Organizations struggle to understand how machine learning and predictive models can benefit their decisions. Use this demo to provide an excellent example.

Sample business scenarios to look for

Banking: Payment authorization | Fraud detection | Loan approval

Insurance: Claims validation | Underwriting | Pricing

Retail: Product recommendation | Promotion and loyalty programs | Pricing

Transportation: Infrastructure monitoring | Travel disruptions | Invoicing

Human resources: Employee onboarding | Compensation

Marketing: Campaigns | Cross-sell opportunities | Customer retention