



# **Inside an insights factory**

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Have you ever been inside an Insight's Factory? Probably not. So, let's take a minute to look inside and learn what exactly goes on.

Each and every company produces part of the 44 billion terabytes of data in the universe.

This data is comprised of everything from customer care data to device usage data. The data is collected and processed within the factory and once it's there, we apply:

- Industry and customer expertise to gain deep learning
- data visualization
- and AI-driven analytics to convert data into business insights.

The factory...*as we're calling it*... turns raw data into highly valuable insights that can help B2B companies grow and make better decisions. It can produce customized outputs to support a steady stream of use cases such as channel partner incentive-plan optimization and contract renewals rate improvement.

In one case of an insights factory-at-work, we helped a global telecommunications company perform strategic cross-channel analytics on more than 400 million customer interactions per month. This generated insights that ultimately guided the company to achieve \$100 million in incremental customer care savings and reduce commissions by \$17 million.

Factories focused on delivering insight services respond to customers' needs in real time.

They sustain their growth by adopting a mindset that keeps customers at the core.

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