

DOMAIN: BUSINESS

TECHNOLOGY SERVICES:

WAVELABS INSIGHT & COGNITIVE
ENGINEERING SERVICES -> MARKETING AND
SALES MANAGEMENT



CLIENT:

Tier 1 Video Streaming Content Service Provider

CHALLENGE:

Intelligently learn customer behavior, buying pattern, and content that customer will watch based on past behavior and future interest to make better and more informed decisions

SOLUTION:

Delivered multi-tenant intelligent solution with an end-to-end pipeline that analyzes more than 250 million events each day and provides insights and recommendations

OUTCOME:

Enabled to offer better services, provide relevant content, target marketing and promotions, increase customer lifetime value, improve customer satisfaction (NPS) and predict growth