

Example of a Ready-Made Recipe Sequence:
Development of True Omni-Channel Customer Engagement

To make use of ready-made, intuitive scripts, simply follow the steps to receive meaningful insights and outcomes within minutes.



Identify the variables which differentiate HCPs to create accurate customer personas and make predictions for those with less available data

Evaluate optimized resource values for customer attributes with frequency and coverage

Design concrete Omni-Channel Cycle Plans and Customer Engagement Journeys

Xpower boost platform

UNLOCK THE POWER OF YOUR DATA

Quickly drive significant business impact

Increase efficiency by focusing on the most important customers and channels

Navigate around risks

Make investments with a higher probability of success

Discover interesting and previously unknown patterns that result in findings

Anticipate the effect of future business decisions

Go beyond traditional analysis. Go with Xpower Boost.

- Data transformation for modelling
- Identification of digital personas based on behavior, content and channel preferences
- Development of automated Customer Journeys
- Channel Mix Optimization
- Prediction of HCP segments and expansion to universe
- ROI/mROI Analysis

- No-code AI and ML techniques
- Easy-to-use and integrate cloud-based solution
- Streamlined process for business users
- Precise predictive models that are constructed and deployed efficiently
- Ready-made standard and intuitive scripts
- Individual recipes that can be created and reapplied later
- Visually explained outcomes to make complex model results clear and understandable
- Secure and privacy compliant data storage

No-code AI and ML made easy for business users

30 Cecil Street
#19-08 Prudential Tower
049712 | Singapore
info@xcellen.com

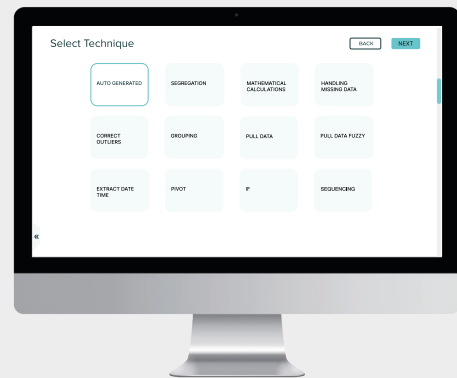
Xcellen PTE LTD
Your partner in commercial excellence

www.xcellen.com

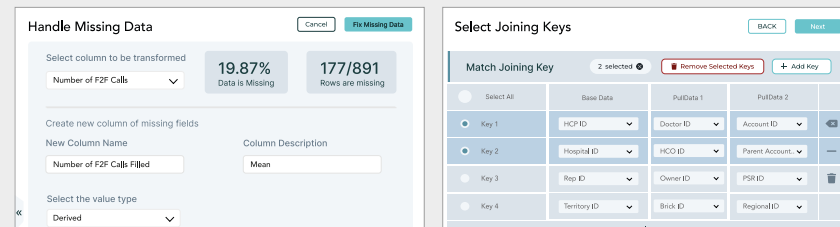


01. Data Engineering

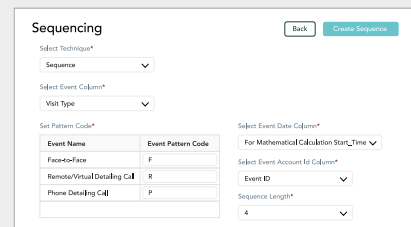
Xpower boost allows business users to easily manage large data sets from various sources. Multiple enrichment techniques can be used to prepare and link the datasets for modelling. Minimum technical skills are required to perform advanced data processing.



Make use of multiple enrichment techniques such as handling missing data, pivoting, pulling data and many more

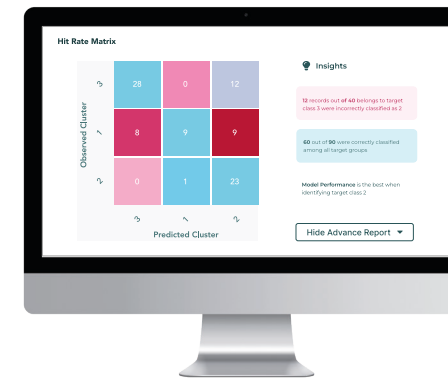


Edit, transform, clean and connect large datasets quickly with the press of a button



03. Explainable AI

In addition to the intuitive charts, Xpower boost provides easy-to-understand explanations to make it clear how and why the predictions are being made. This makes the results of machine learning models more interpretable and understandable.



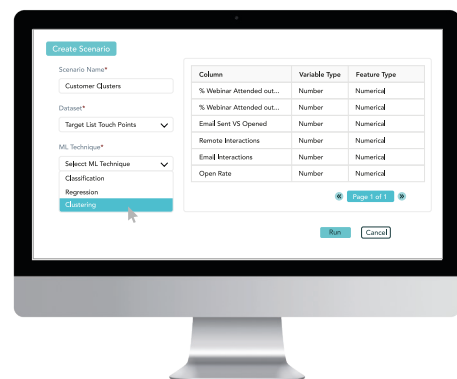
No black box process - easy-to-understand explanations of modelling results



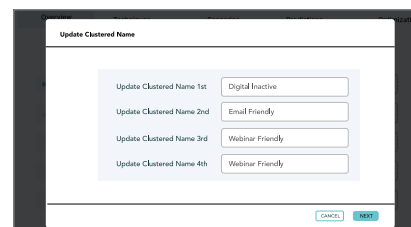
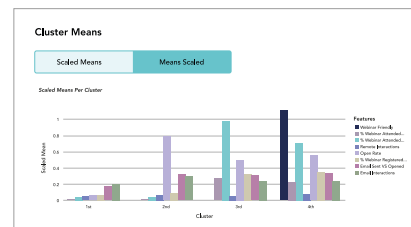
Detailed insights on hit rates with intuitive charts and descriptive texts

02. Self-Service, No-Code AI

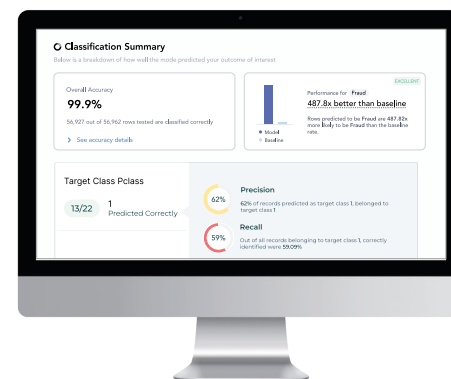
Xpower boost offers quick deployment of multiple machine learning techniques without any coding experience. It is flexible and can be adapted to different use cases and business needs for the pharmaceutical and life sciences industry.



Select the dataset, choose the columns you want to take into consideration and pick one of the machine learning techniques: Clustering, Classification or Regression



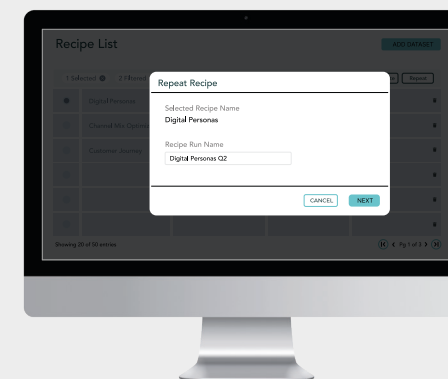
Monitor different types of charts to gain a better understanding of the results



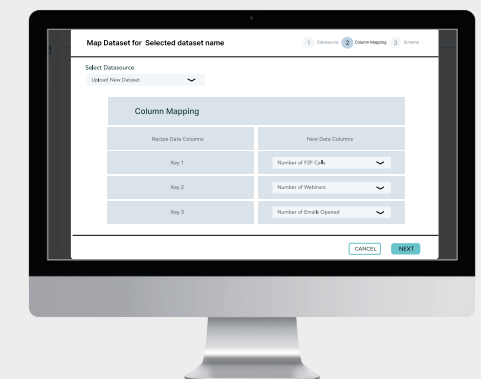
Based on the identified pattern, you can use the outcomes to make predictions for those HCPs with missing data

04. Machine Learning Recipes

Xpower boost provides access to ready-made, standard, intuitive scripts for the step-by-step development of deep analyses. Customized recipes can also be created by the user and recorded for future use in order to simplify the process, reduce errors and enable easy replication.



Set up customized recipes and record the steps once so they can be re-run later without starting again from scratch



Run your analyses on a regular basis by simply uploading new data and linking the columns to receive fresh outcomes on a monthly/bi-monthly/quarterly/yearly/... basis without having to create the set-up steps once again