

CSS Corp Analytics

Empower your strategic decisions with
data driven actionable insights

Brochure

In today's rapidly changing digital world, fostering a strong customer relationship has become one of the most important priority for every enterprise. Today's digitally informed customers are unpredictable and serving them has become tougher than ever before. Delivering consistent extraordinary experiences to the customers is the most probable way to retain them.

Since customers prefer personalized experiences, today's enterprises should have a focused and accurate analysis of customer behaviour and touchpoints. With proper analytical tools and frameworks, it is possible for an enterprise to understand customer patterns and behaviour to create customer delight. Analytical intelligence has become a key competitive differentiator and CSS Corp is helping enterprises gain a competitive edge by harnessing the power of data insights.

CSS Corp Analytics Services

CSS Corp provides enterprises with next-generation business insights powered by end-to-end analytics offerings including analytics consulting, robust Active Insights platform combined with seasoned data scientists focusing on CX analytics, IT operations analytics and IOT analytics.



Analytics Consulting

Asses enterprise maturity with adoption of analytics and its ability to drive insights to achieve business objectives. Custom tailored analytics strategy is created and analytics roadmap is deployed for the enterprise to transform into a data driven decision making organization.



CX Analytics

End to end customer clustering and segmentation, deeper insights into customer sentiments, buying behaviour and satisfaction-levels to drive business success. Monitoring Customer experience across channels of engagement to drive superior CSAT and NPS scores.



IT Operations Analytics

Deeper visibility into operations by providing operational insights to re-engineer processes and improve efficiency. Our performance analytics solution provides secure access to key performance indicators (KPIs) and metrics that enable enterprises to be proactively monitor deviations or any breaches in set thresholds. Accurate Interactive data visualizations empower enterprises to drive service delivery quality and efficiency.



IoT Analytics

Comprehensive real-time view of digital assets in a connected ecosystem by merging unstructured data and structured data to generate insights. IoT Analytics include event analysis, security alerts, product intelligence and machine to machine log analysis. Sophisticated analytical models are adopted to analyse failures that helps enterprises to rectify them to deliver faultless products to their customers.

Active Suite of Products

CSS Corp's Analytics Framework is built around the Active suite of products which have the capability to drive extraordinary experiences to the customers.

Active Edge



Active Edge is a multi-channel support platform that enables 360-degree customer context and interactions. It includes a CRM and unified "Support Expert" desktop with self-service and social media collaboration elements.

Active Automation



Active Automation is a proactive support and remote remediation platform. It powers support with self-directing (automated channel deflection) and autonomous capabilities. Active Automation is also used for automated IT operations support, automated enterprise support and automated infrastructure management services.

Active Insights



Active Insights is CSS Corp's channel analytics offering for product analysis and process optimization. Interaction data from Active Edge platform is fed into Active Insights to develop real time predictive analysis on customer behaviour on the cloud. The insights aide "Support Experts" to cross sell and up sell and add revenue for enterprises.

Benefits Offered to Enterprises



Informed Support Experts

12.5% improvement in AHT



Superior Customer Experience

12%-15% improvement in FCR



Satisfied Customers

10%-14% improvement in CSAT



Streamlined Processes

20% reduction in surge calls

Our Recent Success Story

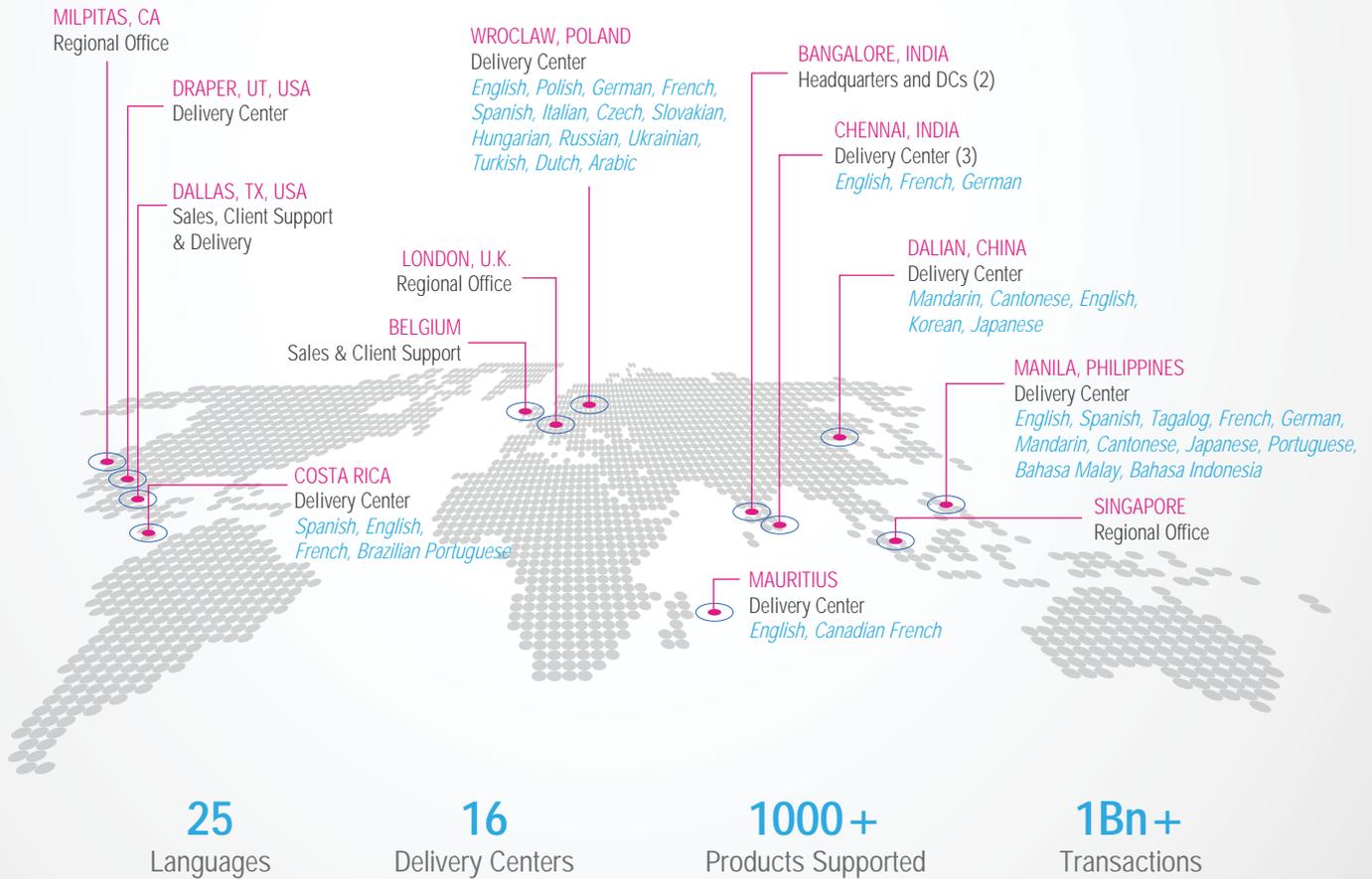
A global streaming device company providing over-the-top content for 11 million customers experienced a sudden call volume spike due to connectivity issues with the streaming device.

- CSS Corp's **Active Edge** was used to analyse customer sentiments from social media channels.
- **Active Insights** was used to identify reasons for call surge. CSS Corp identified that the client's channel partner's website was down resulting in connectivity issues.
- **Active Automation** was used to proactively reach out to customers to inform them about service outage.

The streaming device company experienced 20% reduction in call volumes, 12% improvement in AHT, resulting in 90% CSAT.

Why CSS Corp

CSS Corp is a world leader in tech support providing technical support for enterprise and consumer products. We serve more than 140 global clients in 25 languages from 16 delivery locations. Analytics is offered as embedded services for omni-channel, analytics as a service and automation platforms. The CSS Corp Analytics team comprises of analytics platform developers, data scientists, machine learning experts and visualization professionals.



About CSS Corp

CSS Corp is a leading technology company supporting enterprise and consumer products, managing IT infrastructure (stand alone, Cloud or Mobile enabled) and deploying networks. We partner with many of the Fortune 1000 companies to help realize their strategic business outcomes and be future-ready. Our expertise and in-depth understanding of the enterprise & consumer product space, along with proven pedigree in Infrastructure Management, help customers increase revenues, optimize costs, enhance IT availability and business efficiency, to more than 140 customers worldwide. Our R&D arm, CSS Corp Innovation Labs designs and develops products and IP, creates platforms and solutions to accelerate IT transformation and enable faster go to market for customers.

Technology support is in our DNA. With over 5,500 technology professionals across 16 locations globally, we have a rich heritage of 15+ years in managing large and complex support ecosystems.

Let's talk...
For more information on our services,
info@csscorp.com



Our Locations: China | Costa Rica | India | Mauritius | Philippines | Poland | Singapore | U.K. | U.S.A.

www.csscorp.com