



# Mastech InfoTrellis Customer Experience Service Accelerators








Mastech InfoTrellis (MIT) is a specialist data management and advanced analytics firm with industry leading technical and strategic expertise. MIT has a track record of hundreds of successful projects, implementations, and deployments for Fortune 500 companies and public sector organizations worldwide. MIT helps clients improve Customer Experience, accelerate business velocity, minimize costs, and significantly improve corporate resilience through the application of data and analytics expertise.

The MIT Customer Experience (CX) Service Accelerators help quickly implement Customer Experience Solutions leveraging MIT's experience with over 1,400 Customer Experience projects. The Accelerator suite uses a set of frameworks that allow our clients to get a head start on their implementation instead of starting with a blank sheet of paper. Further, the frameworks are vertically specific. For instance, though MIT has a standard, generic data model to create a marketing database, MIT also has a banking specific data model for financial services clients. These frameworks are typically about 60-70% complete and then they are customized based on our client's unique systems, requirements, and strategies. The Accelerator suite reduces the implementation time and reduces the risk of what is typically a very complicated project.

Although many clients implement a holistic Customer Experience approach from the beginning, many clients divide their initiative into several components. MIT has developed the following Accelerators to match these individual needs:

 <p><b>Customer Service Accelerator</b> (4-8 weeks USD\$45k - \$90k)</p> <ul style="list-style-type: none"> <li>• Omnichannel service automation</li> <li>• Integration with operational systems</li> <li>• Standard operational analytics</li> </ul>	 <p><b>Marketing Accelerator</b> (4-12 weeks USD\$65k - \$180k)</p> <ul style="list-style-type: none"> <li>• Omnichannel marketing automation</li> <li>• Customer master</li> <li>• Marketing database and performance reports</li> </ul>	 <p><b>Sales Accelerator</b> (4-8 weeks USD\$45k - \$90k)</p> <ul style="list-style-type: none"> <li>• Sales analytics</li> <li>• Account management</li> <li>• Opportunity management</li> </ul>
 <p><b>Field Service Accelerator</b> (4-12 weeks USD\$45k - \$180k)</p> <ul style="list-style-type: none"> <li>• Implement application for the dispatch function</li> <li>• Implement field-mobile applications</li> <li>• Optimize filed-routes by job and skills</li> </ul>	 <p><b>Customer IQ Accelerator</b> (4-8 weeks, USD\$45k - \$90k)</p> <ul style="list-style-type: none"> <li>• Examine current investments</li> <li>• Customize marketing / customer metrics</li> <li>• Establish base metrics in tools</li> </ul>	 <p><b>CX Analytics Accelerator</b> (4-8 weeks USD\$45k - \$90k)</p> <ul style="list-style-type: none"> <li>• Intelligent content tagging</li> <li>• Rapid A/B testing, survey/metrics design</li> <li>• Models &amp; forecasting (e.g. pricing, segmentation)</li> </ul>

MIT has developed vertical versions of Accelerators for several Industries and Not-for-Profit. MIT is constantly creating new Accelerators so please inquire if a specific vertical of interest is not listed here.

 <p><b>Banking</b></p> <ul style="list-style-type: none"> <li>• Create a cross-sell strategy for multiple bank products</li> <li>• Triggered programs for financial and lifecycle moments</li> <li>• Create analytical models to predict churn</li> </ul>	 <p><b>Insurance</b></p> <ul style="list-style-type: none"> <li>• Implement policy cross-sell campaigns</li> <li>• Personalize web and customer service interactions</li> <li>• Implement lead management for independent and captive agents</li> </ul>	 <p><b>Mortgage</b></p> <ul style="list-style-type: none"> <li>• Implement lead management for loan officers and brokers</li> <li>• Optimize acquisition through look-alike models</li> <li>• Automate sales and service processes</li> </ul>
 <p><b>Media and Telecom</b></p> <ul style="list-style-type: none"> <li>• Create churn models</li> <li>• Create triggered campaigns based on usage</li> <li>• Optimize customer service interactions</li> </ul>	 <p><b>Distribution - Retail, CPG</b></p> <ul style="list-style-type: none"> <li>• Create lifetime value models</li> <li>• Real-time personalization in web/mobile applications</li> <li>• Create an omnichannel campaign management capability</li> </ul>	 <p><b>Business to Business</b></p> <ul style="list-style-type: none"> <li>• Value models per client</li> <li>• Contact and organization masters</li> <li>• Dynamic content platform to personalize digital interactions</li> </ul>
 <p><b>Public Sector &amp; Not-for-Profit</b></p> <ul style="list-style-type: none"> <li>• Efficient fundraising platform</li> <li>• Optimize member acquisition and retention</li> <li>• Create personalized digital fundraising campaigns</li> </ul>	<p><b>Cross-Industry Accelerator Activities:</b></p> <ul style="list-style-type: none"> <li>• Accurate, holistic customer database</li> <li>• Customer and marketing analytical performance capability</li> <li>• Create an omnichannel customer service capability</li> <li>• Personalize sales and service interactions</li> <li>• Create a consistent Customer Experience across channels</li> <li>• Provide customer intelligence to all customer facing employees</li> </ul>	

MIT also provides Customer Experience Advisory Services that help clients build definitive Customer Experience Roadmaps, along with a comprehensive Customer Experience as a Service (CXaaS) offering that provides long term support, analytics, and continuous enhancements for a range of Customer Experience solutions. A CXaaS may include a CX Center of Excellence, with dedicated staff embedded within the client's organization, to drive Customer Experience Excellence.