

Case study

By Superwise.ai

Reap the Full Benefits of Your AI Program. Risk-Free.

As marketing use cases are likely to triple in the next two years, organizations are required to foster more trust around their AI programs – beyond the realms of data science teams – to reap the full benefits AI has to offer, and to remain competitive.

The problem is simple: the ability of machine learning systems to issue predictions based on highly dynamic environments, as those characterized by the marketing use case, comes with a risk: if the models used to predict customers' behavior and spend are flexible enough to accommodate the rapid changes of the environment, are they precise enough to differentiate the brand and drive ROI?





Case study



What Happens When Your Models Go South:



How Can Superwise.ai Help?



Want To Make Sure That Your AI Is Making The Right Decisions?

What Happens When Your Models Go South

Meet Sergio – Marketing Analyst at a leading online productivity tool provider

He is constantly optimizing campaigns for customer acquisitions and upsells by leveraging AI-based predictions. It takes Sergio more than a week to discover that some predictions are the results of faulty models and are simply useless to achieve his targets. At the end of the day, he is reluctant to use the predictions delivered to him by the data science team and struggles to analyze the reasons that make some campaigns less successful than others.

Speak to Claudia – Head of Data Science, at a leading online productivity tool provider

Claudia and her team spend too much time troubleshooting and manually checking the models as fraudsters keep changing their modes of operations, and they need to retrain their models almost daily. They are regularly pulled in meetings to support the fraud analysts team, and are stretched out too thin to progress with new models. They need more support and time to have a clearer view of the health of their models, and to create better retraining strategies.



\$\$\$ And Resources Wrongly Spent

Investing time and budget into predictions that are skewed



\$ Missed Opportunities

For acquisition/upsell/ churn prevention and for differentiation of the brand



Negative CX

With suggestions and communications that don't resonate with their needs



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By leveraging AI for AI, superwise.ai monitors and assures the health of models in production while alerting when something goes wrong – at exactly the right time. The solution enables data science and business teams to extract key insights, and gain control over their ML operations.

With out-of-the box KPIs, we empower each user to be more independent, lower the labour intensive efforts invested in the maintenance of AI in production, and benefit from the tools needed to scale their AI effectively and with confidence.



More efficient spend and better investments

Trust your AI to put your money where it tells you to



Better Differentiation

With models that put your brand ahead of the competition



Empowered marketing teams

Better visibility into the decision-making processes



More precise business insights

Slice and dice your data to reach granularity visibility



More agile MLOps

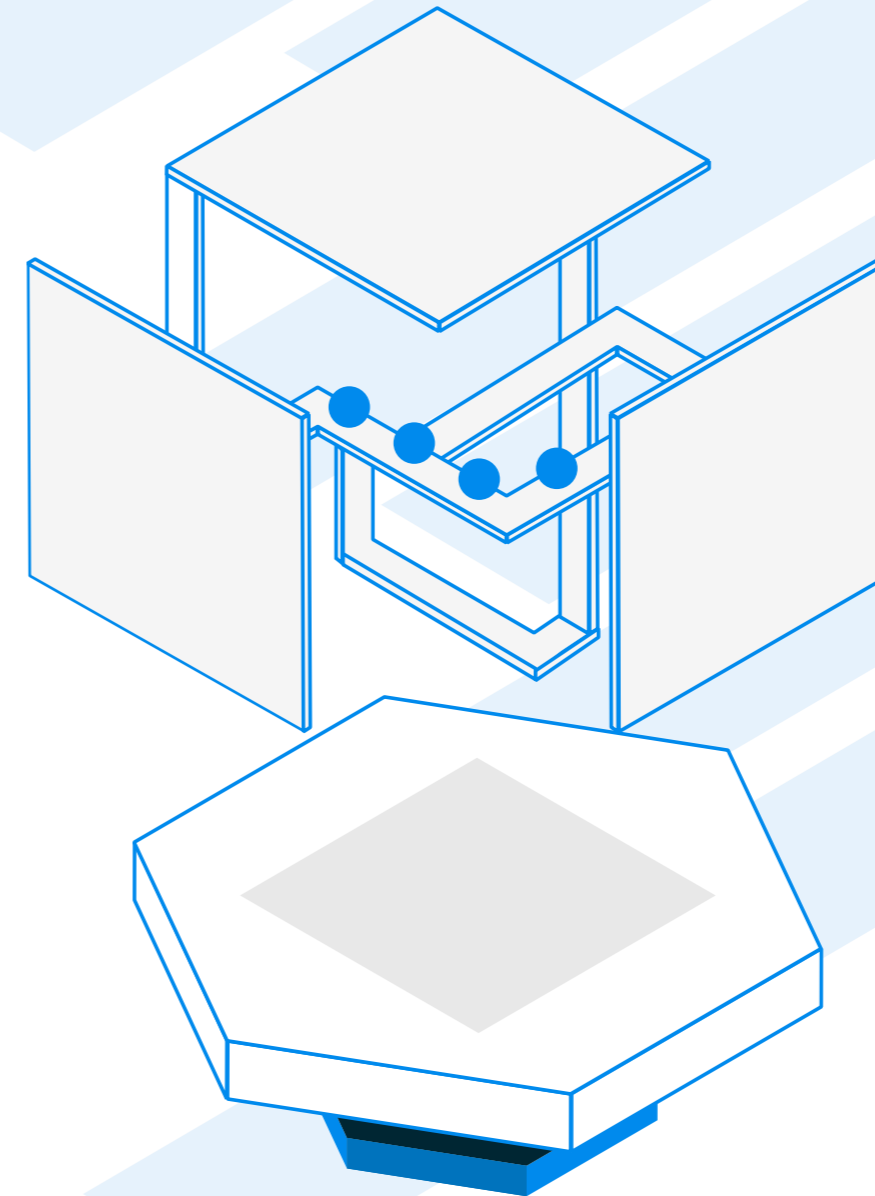
Know exactly when models misbehave and should be retrained

About Superwise

We are a team of experts who developed and deployed AI Models for dozens of enterprises across verticals. We figured out what it takes to properly implement AI systems that businesses can trust. Systems that produce reliable results.

We're excited to convert this knowledge into a product designed to support businesses and operational teams in eliminating the risks involved with AI implementations at scale.

www.superwise.ai



Want to make sure that your AI is making the right decisions?

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