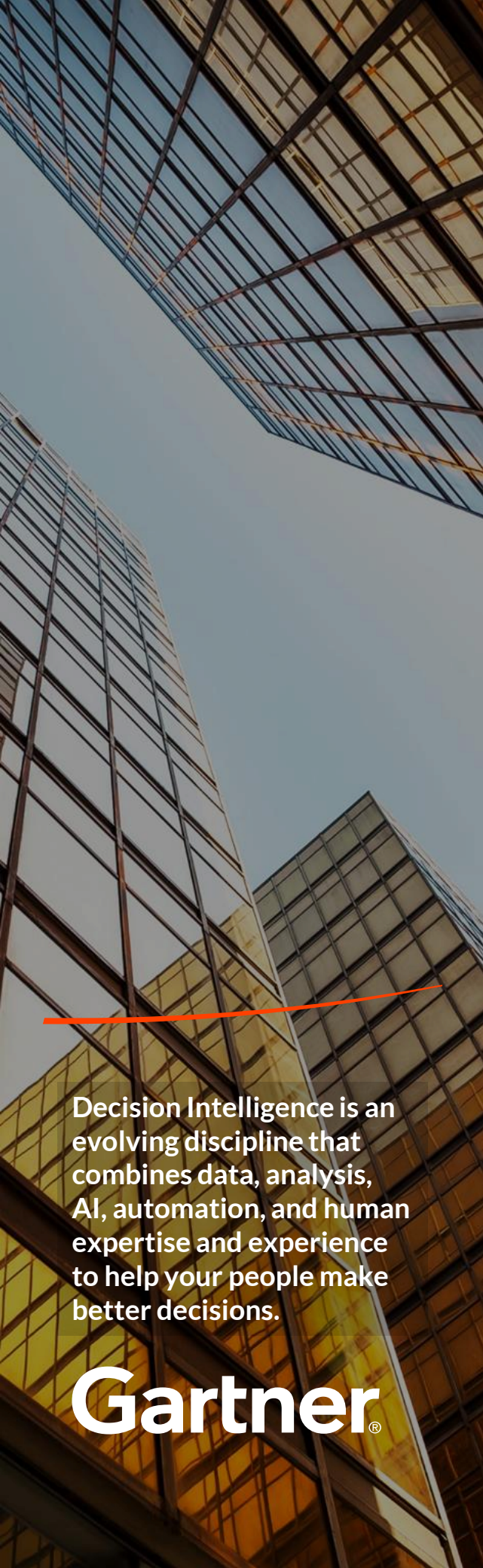# Decision Intelligence

## What it is and why you need it

xpertrule.com

# Decisions make or break your business.

Research shows that businesses make up to three billion decisions annually - and they're getting more complex all the time. A recent survey by Gartner reported that 65% of decisions are more complex (involving more stakeholders or choices) than they were two years ago. From high-impact (e.g high-level customer retention strategy) to high-volume (e.g granular upsell advice), it's decisions that move the needle for your business every single day.

But we're getting them wrong on a grand scale. The average S&P company loses $250 million annually due to poor decision-making.

So here's the $250 million question: are your people properly armed with all of the most valuable data, analysis and automation capabilities to consistently make the best possible decisions?

**Decision Intelligence is an evolving discipline that combines data, analysis, AI, automation, and human expertise and experience to help your people make better decisions.**

**Gartner**®

# Bridge the gap between your data & your decisions.

In recent times, there has been a proliferation of tools and platforms that present 'valuable data insights'.

The problem is that the presented data insights are often either disconnected from business priorities, only loosely aligned with real-world processes, or fail to offer actionable steps that can drive business outcomes.

Businesses sink endless time and money into the data insights wormhole, finding patterns, trends and anomalies without ever applying their findings to truly impactful outcomes.

Your business' decision-makers - the ones who really preside over your bottom line - have different, more pragmatic needs. Needs that cannot be met by yet more siloed data.

What they need is Decision Intelligence.

**6x** more likely to retain customers

**23x** more likely to acquire customers

**19x** more likely to be profitable

# The Decision Intelligence Platform

## viabl.ai

Gone are your days of mining aimless data insights, wasting your human expertise and underutilising your existing technology.

XpertRule's no-code platform, viabl.ai, is the glue that connects your data analytics and your in-house expertise with meaningful business outcomes.

The decisions that fuel customer experience, operations, systems and processes are prone to misunderstanding, limitations and disconnection when there are gaps in the information available to users. viabl.ai plugs these gaps by combining all of your expertise, data, analytics and decision flows into one place.

How? It enables you to rapidly capture human knowledge and expertise in an intuitive no-code platform, combine it with predictive analytics and deploy it organisation-wide to automate and improve the quality of decision-making.

This improvement in the quality of data-driven, outcome-centric decision-making results in 6x more customer retention, 19x more profitability, and 23x more customer acquisition, according to McKinsey.

**But that's not all.**

# How Decision Intelligence Integrates into your business.

## DOES YOUR BUSINESS HAVE:

Lots of customers & customer interactions?

Process dependent on human decisions?

Unstructured data?

Compliance and/or regulatory pressures?

Siloed or underutilised technology?

## YES, TO THE ABOVE?

Congratulations! You're in the right place. Decision Intelligence is for you.

viabl.ai not only plugs into your existing technology estate without the need for high-cost integration; it also crucially forms the central 'brain' of your ecosystem.

This means you can incorporate intelligent decision engineering into your back-office workflows, provide decision services to enterprise applications and work orchestration platforms, and deliver complex front-office interactions via self-service chat and dialogue - all at the same time.

viabl.ai has in-built connectors for consuming numerous third-party APIs including:

- Google Cloud

- Azure Cognitive Services

- Salesforce

- MS Dynamics

# Design a better blueprint for your business.

Data-driven decision-making is no longer just about the here and now. To truly transform their outcomes, business leaders need to understand how and why decisions are made - whether by people based on skills and experience, by machines based on programming, and by data based on insights - and then use that understanding to intelligently precision-engineer a best-case blueprint for how those decisions should be handled at both a granular and high-picture scale.

With its decision-mining and predictive analytics capabilities, viabl.ai empowers business users to diagnose all those thousands (if not millions) of daily business decisions, then use an intuitive dashboard to design, build, manage and optimise workflows which can be automated or used to support and augment your human decision-makers - whether in back-office complex transactions, or in nuanced front-office interactions.

Deploying applications via chat, dialogue or API, your business can then execute multi-decision processes involving any number of different people and deploying any number of different decision-engineering techniques.

In short: your best, most experienced and skilled people - the ones who know the industry and the company inside out - can design the data-driven decisions that drive your business outcomes.

## DECISION INTELLIGENCE IS PERFECT FOR:

- Multi-channel customer service
- Claims handling
- Email processing
- Underwriting

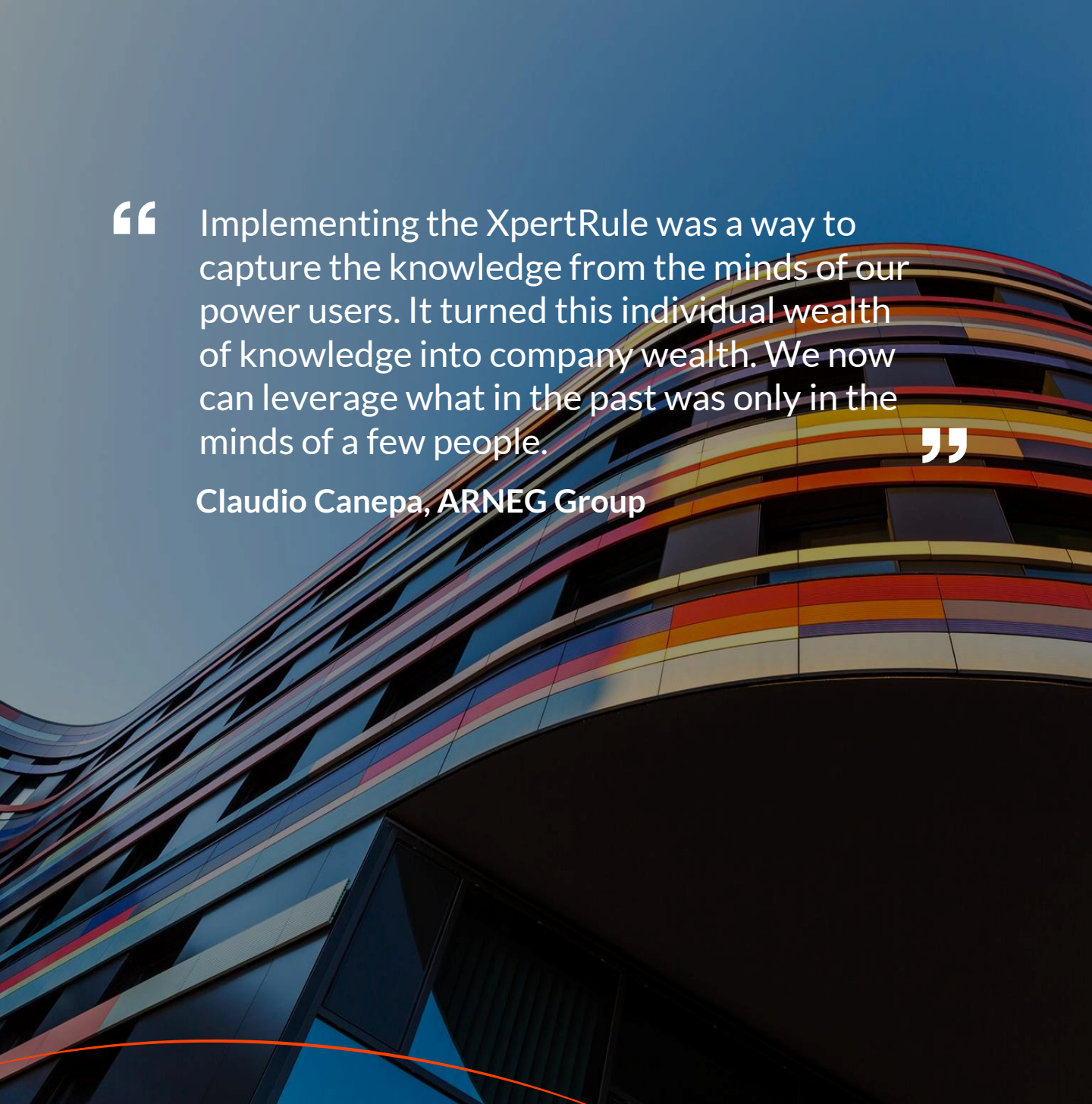- Targeted up-sell & cross-sell
- AML compliance
- Policy generation

# The result: end users upskilled into consistently great decision-makers.

So, are you ready to answer the $250 million question with Decision Intelligence?

While its capabilities are complex, the outcome of implementing Decision Intelligence is clear as day.

It results in deeper, more complex conversations with users who have instant access to the right data and decision flows. It creates an upskilled and multi-skilled workforce. It drives more intelligent back-office workflows by incorporating optimised decision flows. It powers a 50% increase in call handling capacity, and a 35% increase in First Call Resolution for viabl.ai users.

Ultimately, it recentres your business around decision-making that combines and maximises all of your strengths: your data, your human expertise and your existing technology.

" Implementing the XpertRule was a way to capture the knowledge from the minds of our power users. It turned this individual wealth of knowledge into company wealth. We now can leverage what in the past was only in the minds of a few people. "

**Claudio Canepa, ARNEG Group**

# Get in touch.

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