



conversational  
chaos & predictive  
analytics

wordsentry |

harris turner, ceo  
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# chaos theory & *the butterfly effect*



when the present determines the future,  
but the approximate present does not  
approximately determine the future.

***edward lorenz***  
*meteorologist in the '60s*

# models: testing what *might* be

Thank you for calling!

Why are you unhappy with the service?

What is your name?

We appreciate your business.

I understand you didn't get what you were promised.

Let me transfer you to the correct department.

Thank you for calling!

Hi, my name is Robert.

Thank you for calling!

Let me ask my supervisor

Please hold for 2 minutes

No, we do not offer that...

How much did you pay?

What is your account number?

I can discount your shipping.

Sorry you're upset...

I understand you didn't get what you were promised.

I'm sorry you are upset.

Why are you unhappy with the service?

How can I assist you today?

Thank you for your patience..

I'm sorry you are upset.

Please confirm your address.

The background features a dark blue color with faint, semi-transparent financial data. It includes several line graphs with fluctuating lines in shades of purple, green, and yellow. There are also bar charts at the bottom. Numerical values like 9.334, 4.25647, 7.2235, and 5.6631 are scattered across the image. A large white L-shaped bracket frames the central text.

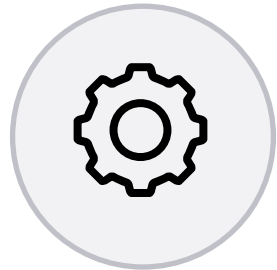
customer churn is  
pervasive and costly.

# current model methodology

customization is the mantra.

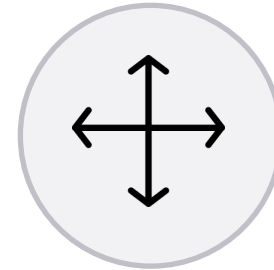
- ✗ keyword-based
- ✗ time consuming
- ✗ expensive
- ✗ post-conversational
- ✗ difficult implementation/integration

# a different approach: **PROPHECY™**



## leading edge technology

developed with most advanced AI and NLP tools available



## keyword agnostic

trained on millions of conversations, so no customized data sets; vertically independent, immediate integration



## real-time analytics

returns “% probability of churn” within milliseconds of each client interaction and binary CHURN/NO CHURN at conversation’s end



## incredibly effective

validated at 87% accuracy on 1.8 million control files

# demo: actual customer conversation

Speech to Text Transcription – Client Interactions ONLY  
-- high accuracy --

Churn probability  


Actual data returned by  
Prophecy (via API)

Hey, I've been using your lawn service for the last couple of years, but I'm not happy about what's being done this year.

6%

Results: {"cc-001":{"churn":false,"prob":94}}

I'm I live on Country Lane.

11%

Results: {"cc-002":{"churn":false,"prob":89}}

You know, it all started when you guys came to set up my sprinkler system.

8%

Results: {"cc-003":{"churn":false,"prob":94}}

Well it was okay but only after I had a call about it twice. Your company wasn't very responsive.

40%

Results: {"cc-004":{"churn":false,"prob":60}}

And you know then you guys were supposed to do a soil analysis and I still don't know what that was ever done.

50%

Results: {"cc-005":{"churn":true,"prob":50}}

Know. That was at the end of last year.

57%

Results: {"cc-006":{"churn":true,"prob":57}}

No. I never saw any of that stuff, but they did come out.

88%

Results: {"cc-007":{"churn":true,"prob":88}}

You know, that's not really what I'm calling about. I don't really care about all that stuff.

91%

Results: {"cc-008":{"churn":true,"prob":91}}

I'm on a schedule for lawn treatment and cutting. You know, they don't ever get here when they say and I hate that. I set this up specifically so they'd come when I'm at home.

93%

Results: {"cc-009":{"churn":true,"prob":93}}

# actionable business intelligence



## preclude attrition

retailers, Internet, mobile, home & computer services suppliers (subscription-based)



## minimize retention offers

fewer offers means less spent to retain customers



## follow up with at risk customers

leading medical device company



## identify best agents

recognize most effective employees



# where from here



healthcare



fraud



loyalty



**questions?**

wordsentry

**harris turner, ceo**



hturner@wordsentry.com



(317) 281-0082