Let's captivate the customer despite change

Resilient business services.

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Agenda

1. What we do.

2. Who we serve.

3. What we do it with.

4. How we face it.

5. Our expertise.

1

What we do

We help organizations captivate their customers.

We help organizations captivate their customers.

Supporting them to:

1. **Better know their customers.**
   Know what happens with and around the customer to take the correct route.

2. **Better serve their customers.**
   Serve the customer in an optimal way to maximize the perception of value.

semant**IQ**

gnosco ergo facio

We are a consulting and professional services company with experience in extracting business value from information technologies to help organizations captivate their customers.

2

Who we serve

Marketing

Making it easy and convenient for their customers to find out what the company can do for them.

Sales

Helping them so that their customers can execute the most informed and comfortable purchase decision.

Customer Success

Supporting them so that their customers are satisfied and happy with what they do for them.

How to increase the share of wallet with this customer?

How to better serve this customer?

How to minimize risk with this customer?
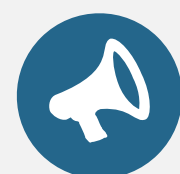
CAPTIVATE THE CUSTOMER

Making it easy and convenient to understand what the company can do for them.	**Helping to execute the most informed and comfortable purchase decision.**	**Supporting so that they are satisfied and happy with what they acquired from the company.**
MARKETING	**SALES**	**CUSTOMER SUCCESS**
Publicize the company's offer and route the right traffic to Sales.	Accelerate the pace of business and grow the proportion of deals successfully closed.	Create satisfying customer service experiences at relevant times.

Create content & campaigns.

Engage your audience one to one.

Predict what your customers want and need next.

Understand what is working and what is not.

Focus on the right leads & opportunities.

Manage your pipeline & forecast.

Engage your customers anytime, anywhere.

Quote & close the deal.

Engage your customers on their terms.

Empower your employees with real-time insights.

Deliver on your promises with operational excellence.

Listen to the voice of your customers.

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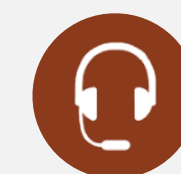**Quote & close** the deal.

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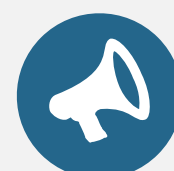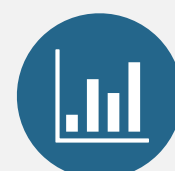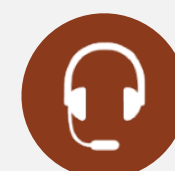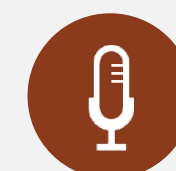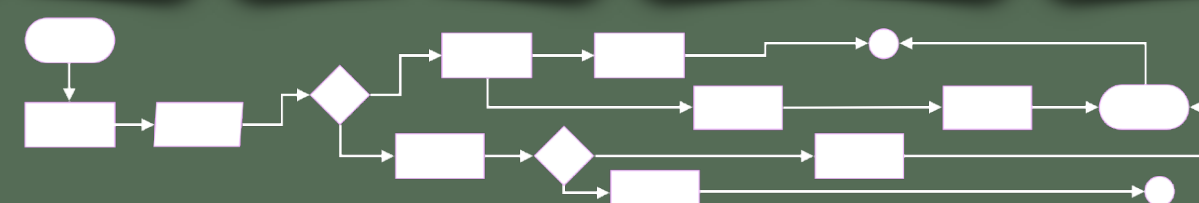**Listen** to the voice of your customers.

INTERNAL PROCESSES   CUSTOMER SERVICE SUPPORT PROCESSES

Customers	Human Resources	Finance	Marketing	Service & Support	Operations	Sales	Technology
•Consumer behavior •Customer engagement •Pricing optimization •Targeting & segmentation •Loyalty program analytics •Sentiment analysis	•Employee flight risk •Recruiting science •Performance management •Training •Compliance	•Trading & liquidity •Capital forecasting •Daily reconciliation •Tax automation •Audit & compliance •Risk Assessment	•Marketing attribution •Omni-channel •Customer 360 •Predictive conversion •Campaign response •Segmentation	•Incident management •360 response •Predictive churn •Response time impact •Call Center analytics	•Supply-chain automation •Inventory right-sizing •Logistics optimization •Labor optimization •Cost optimization •Capacity planning	•Sales trends •Sales maximization •Sales performance •Geographic trends •Forecasting	•Network •Cost analysis •Vendor consolidation •Staffing efficiencies •CapEx forecasting

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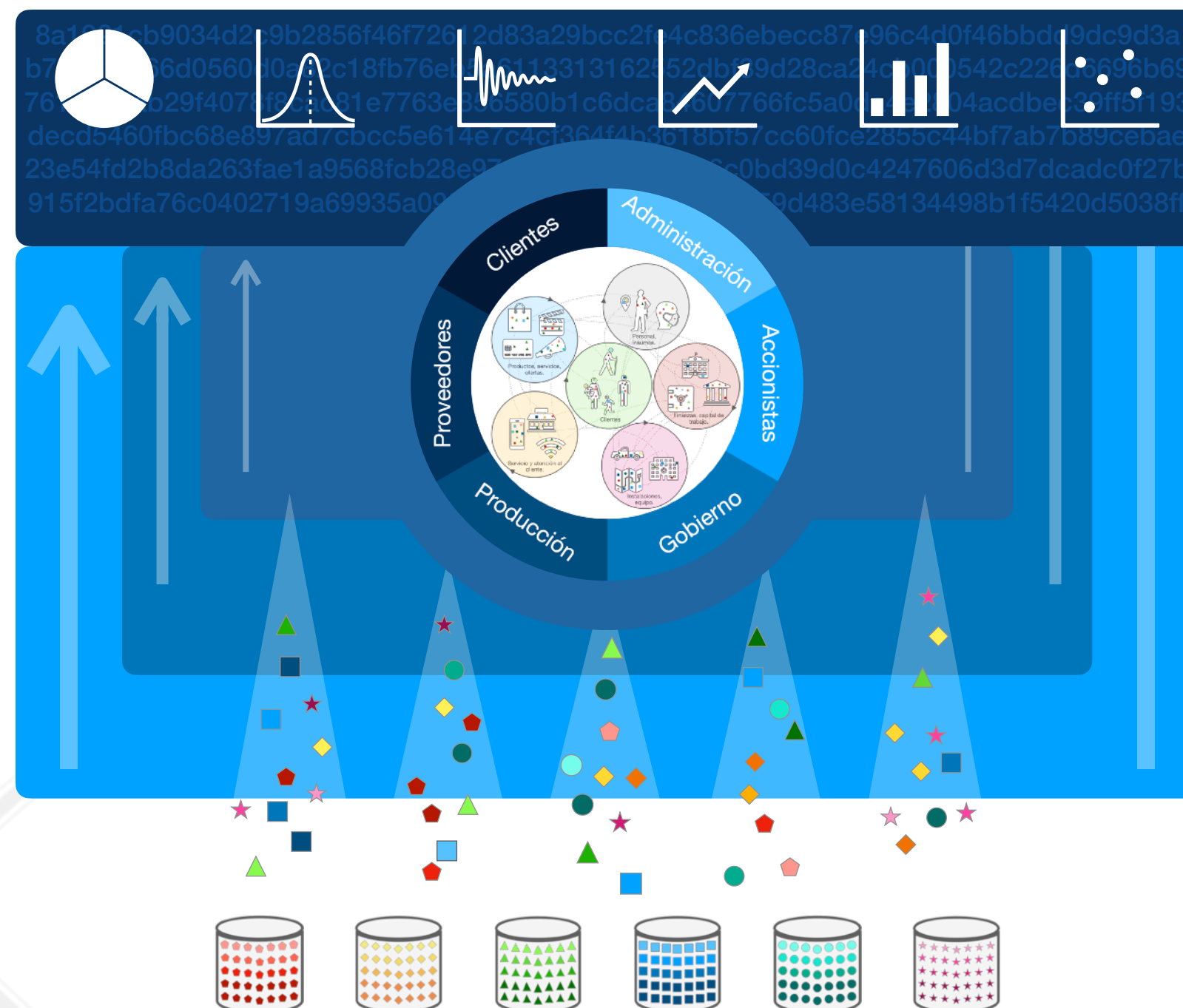
DATA, INFORMATION & KNOWLEDGE

3

What we do it with

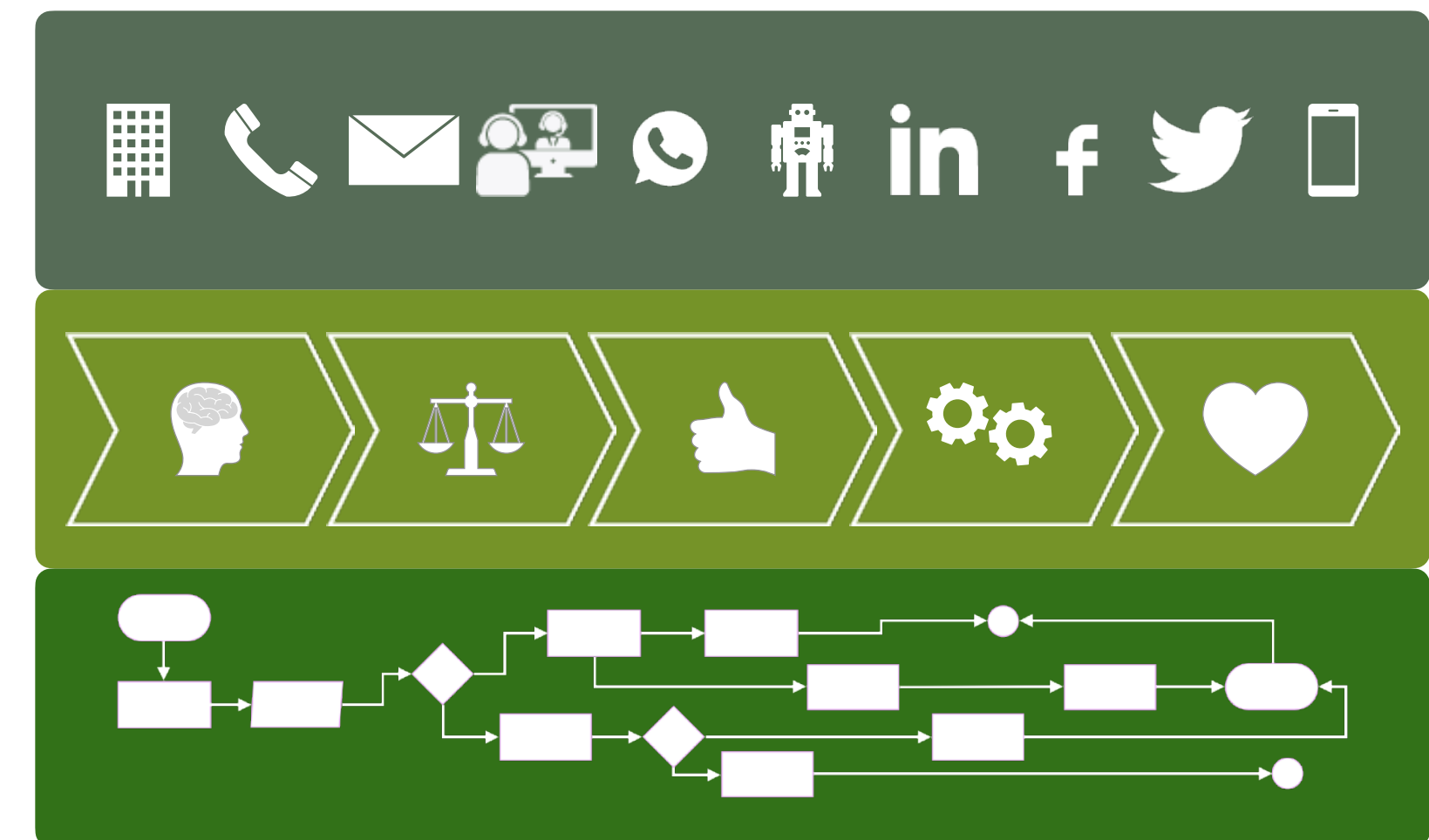# We know how to achieve the result

KNOW
the customer better.

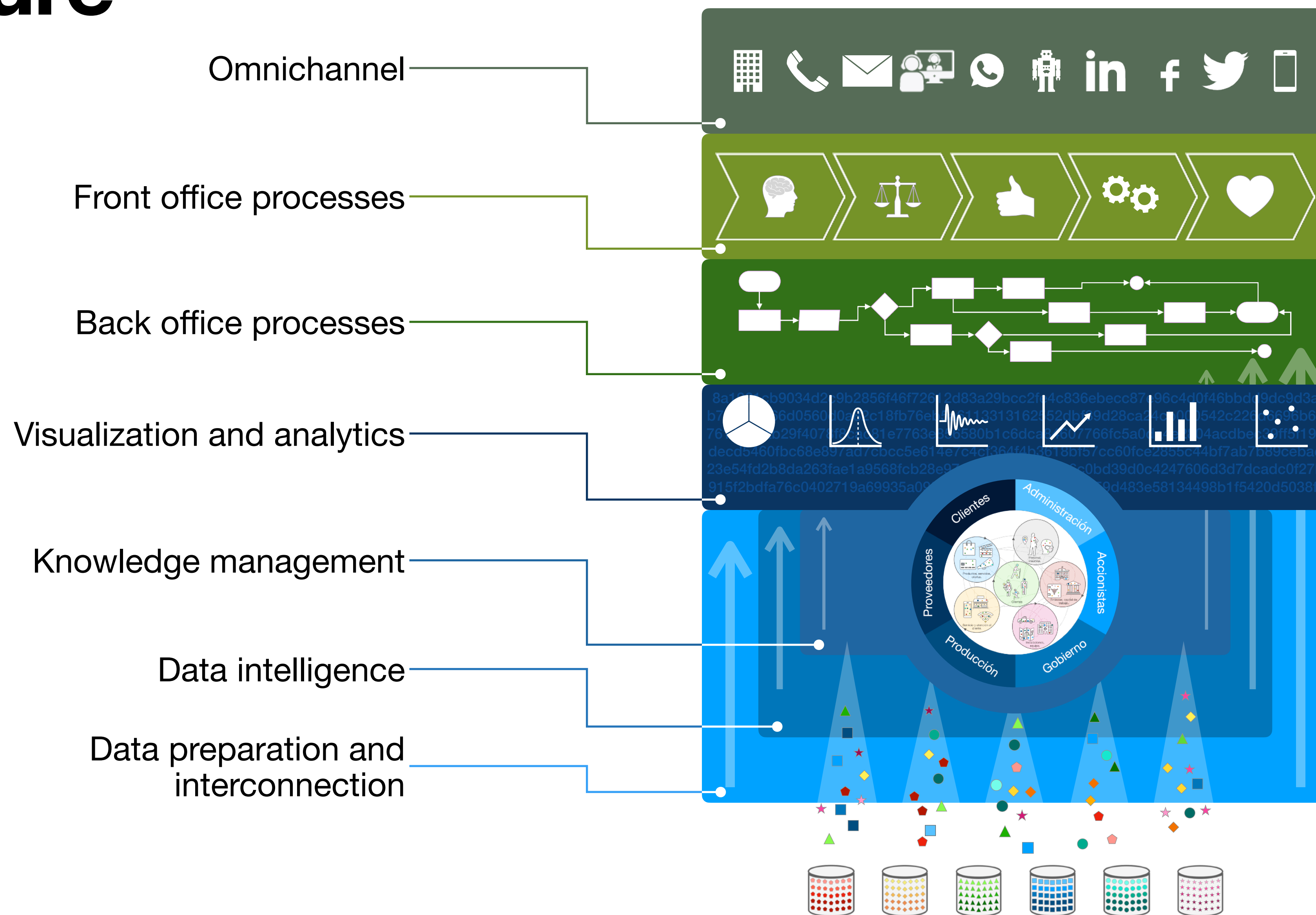**Data and knowledge management to take advantage of business opportunities and to minimize risks.**

ENGAGE
the customer better.

Collaboration and processes management to deliver a differentiating service experience.

Architecture

Omnichannel

Front office processes

Back office processes

Visualization and analytics

Knowledge management

Data intelligence

Data preparation and interconnection

OUR PRACTICES

➤ **KNOWLEDGE MANAGEMENT**

➤ **ENGAGEMENT MANAGEMENT**

We enable **resilient business services** using agile methodologies and technology services to deliver results in short terms and with supported investments.

OUR COMPETENCIES

> **Omnichannel** technologies and services.

Call center | Chat center | Social platforms

> **Processes** technologies and services.

Front office processes (Marketing CRM, Sales CRM, Service CRM) | Back office processes

> **Analysis & reporting** technologies and services.

Visualization y reporting | Business analytics (reactive and proactive) | Fraud | Risk | AI | ML

> **Data & knowledge** technologies and services.

Data interconnection | Data preparation and curation | Data intelligence
Knowledge management | Information security

4

How we face it

We understand the business situation to be improved and we design and implement -along with our client- the business service to capitalize on the opportunity of improvement.

The semantIQ way

The architecture is the consequence of understanding the opportunity of improvement and its context.
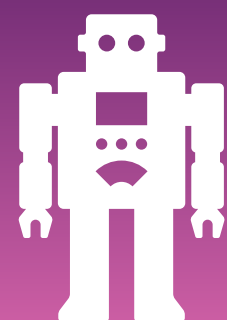
STRATEGY
DIGITAL STRATEGY

MANAGEMENT

BUSINESS PROCESSES

ARCHITECTURE
ENABLING TECHNOLOGIES

Sanity

To keep momentum it is essential to obtain quick wins.

May the value last.

We are experienced in extracting business value from information technologies.

We build and operate digital architectures based on

resilient business services

that generate tangible improvements in the attention and care of your customers and that are capable of evolving at the pace of market changes.

"Change is not merely necessary to life - **it is life**".

Alvin Toffler

5

Our expertise
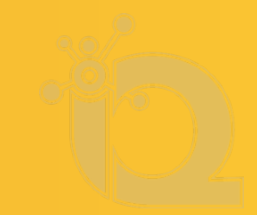
Financial Services   Hospitality   Telecommunications

Real Estate   Home Building   Life Sciences

Logistics & Distribution   Airport Services   Technology

Services   Individual Transportation   Citizen Services

Insurance & Sureties   Consumer Products   Manufacturing

How do you want to captivate your customer?

Resilience at speed of change.

semantIQ

gnosco ergo facio

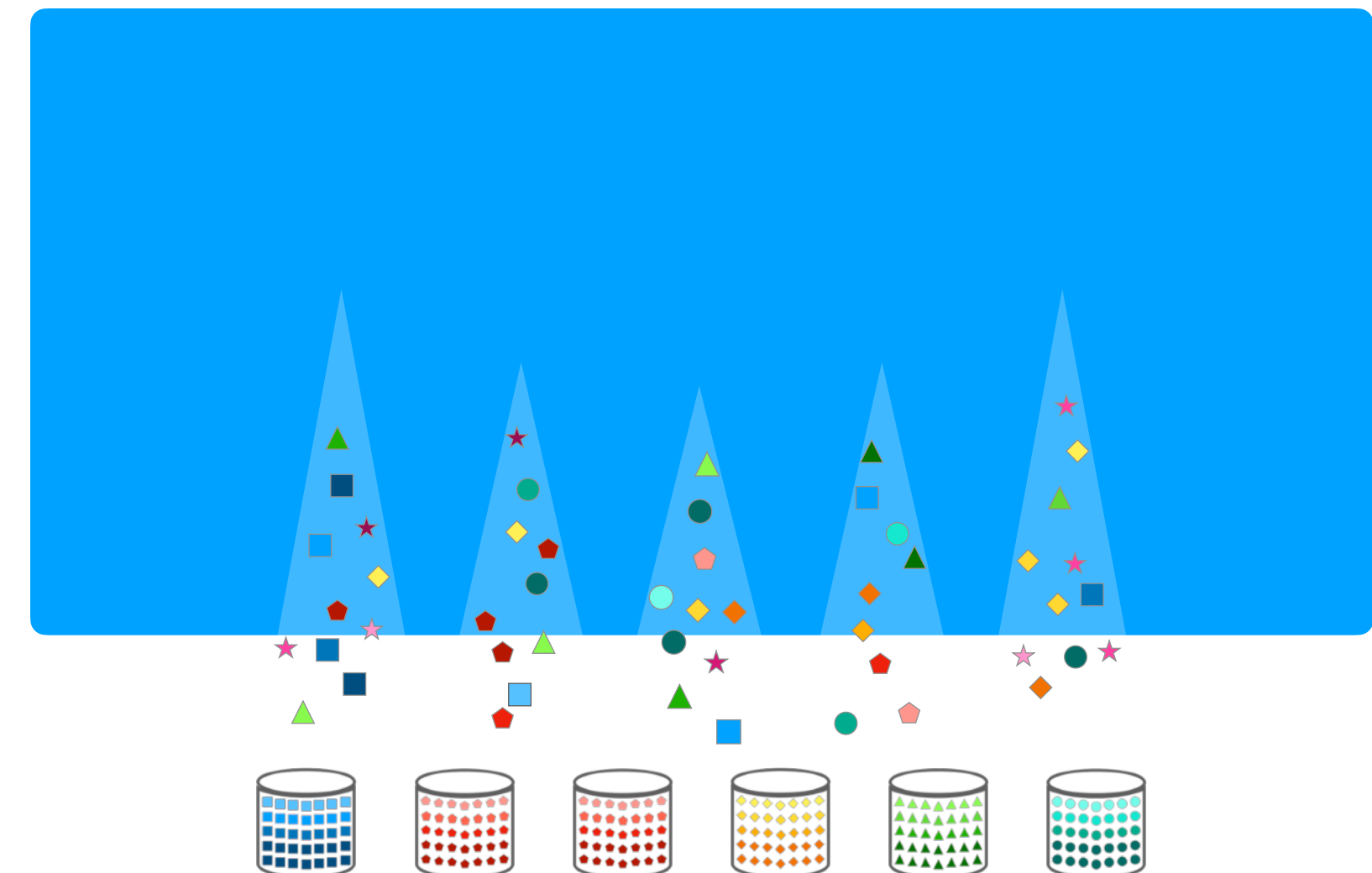We are challengers. We think different. We are disruptive.

Support slides

Knowledge management

Data preparation and interconnection.

We support with the services and technologies to **acquire**, **model** for its next use and **move** data from one information system to another.
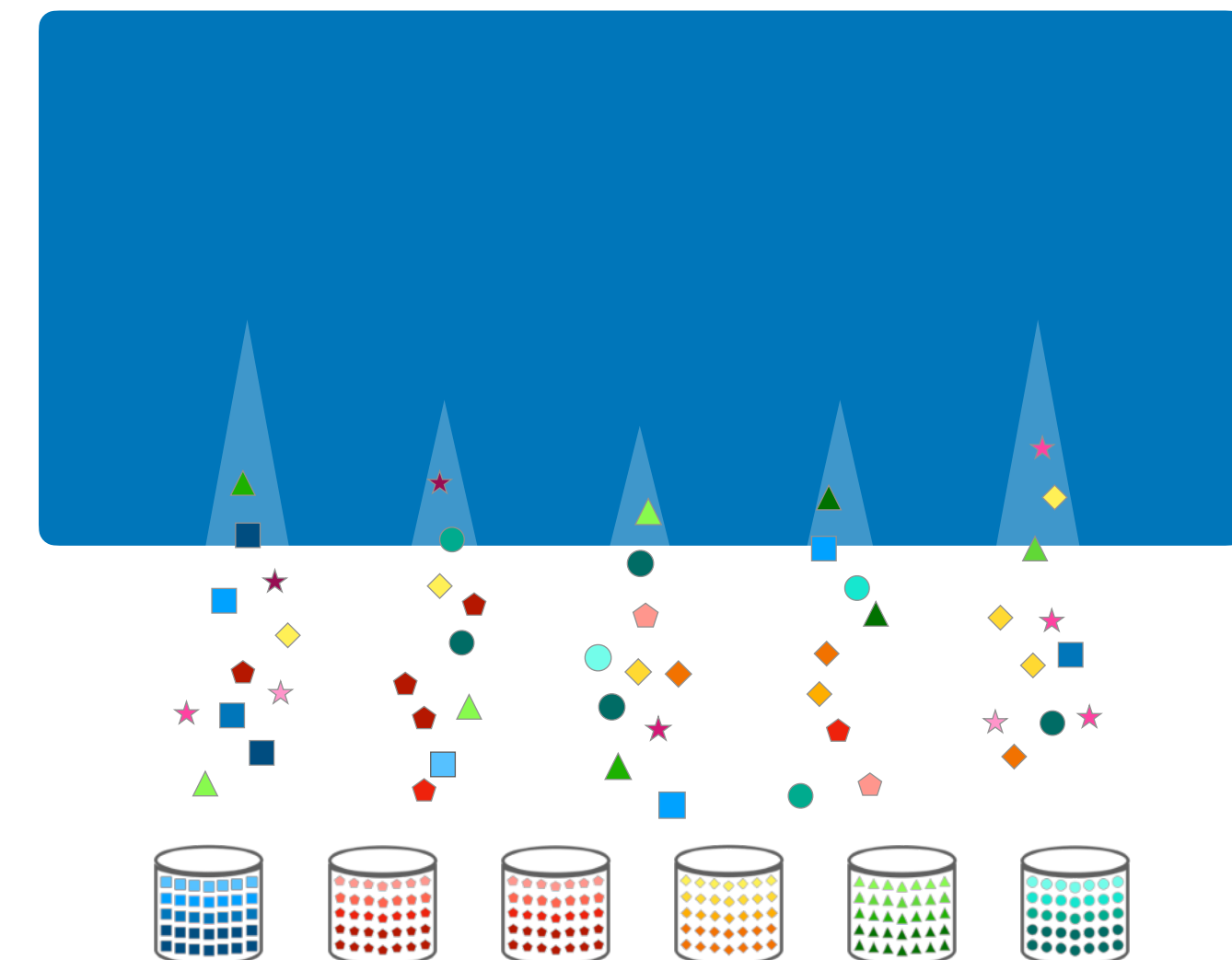
Knowledge management

Data intelligence.

We support with the services and technologies to understand the anatomy and health of the data to increase its use and value for the company.

It is at this stage where data **mastering**, **quality** standardization, **integrity**, **cleansing**, **unification** and **uniqueness** are performed.

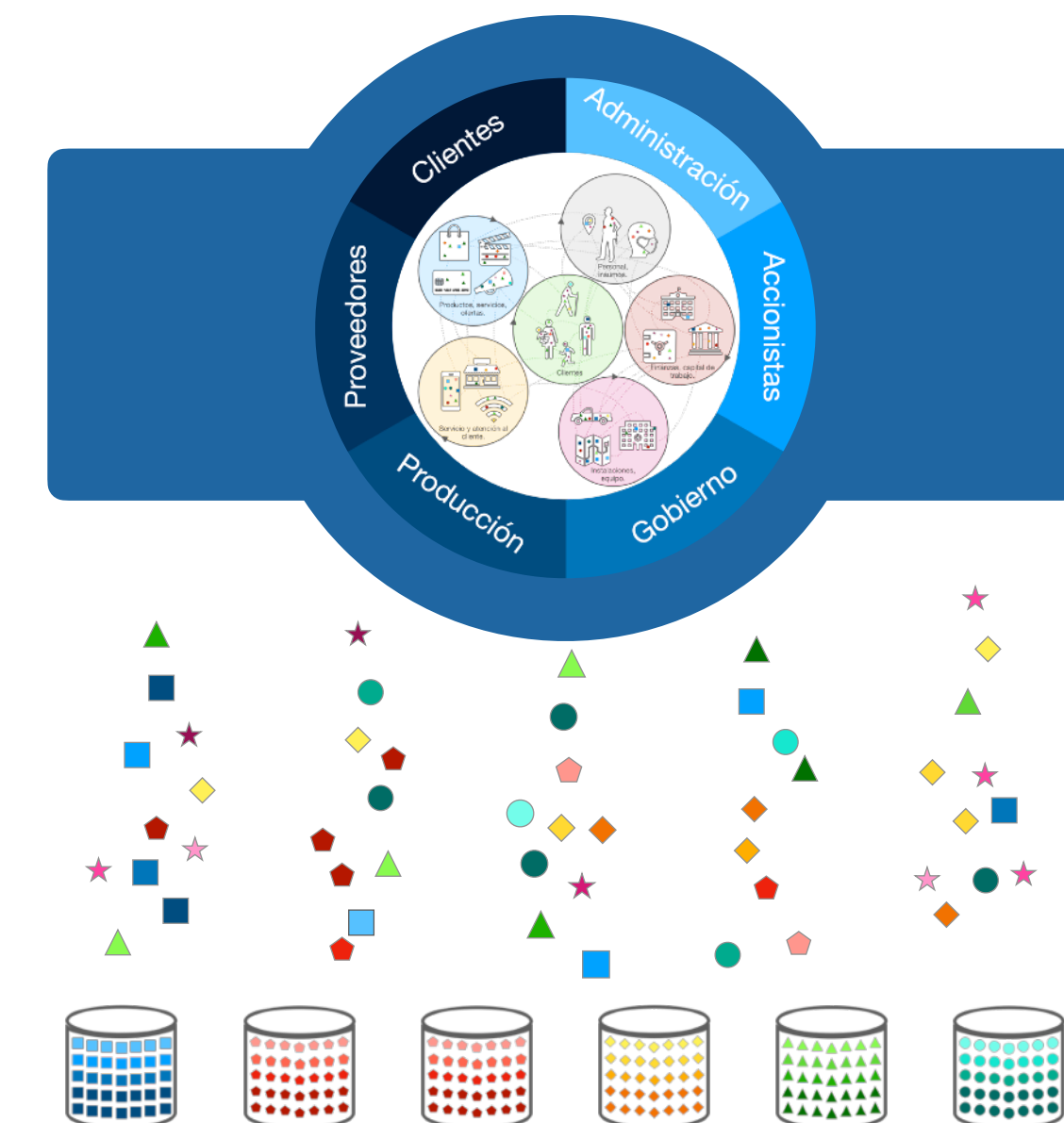# Knowledge management

Knowledge management.

We support with the services and technologies to build and evolve all **business entities & situations** relevant to the company's operation.

This is where we work with **metadata**, and on **harmonization**, **enrichment**, **control**, **protection**, **governance**, **lineage**, data dictionary **standardization**, and information access **security**.
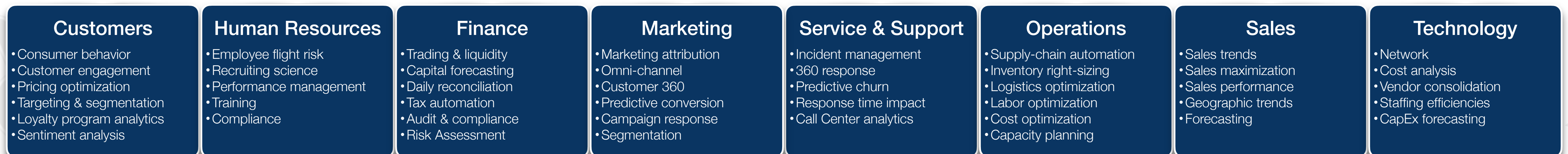
Knowledge management
Visualization and analytics.

We support with the services and technologies to create **reports** and **dashboards** for decision making.

Here we also support data **mining** in search of important business findings using **statistical**, **artificial intelligence** and **machine learning** techniques to support substantive processes in the different areas of the organization.

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Engagement management
Back office processes.

We support with services and technologies to **integrate** and **synchronize** support processes for customer-facing operations.

These support processes may currently be fragmented into different information systems or there may even be a need to complete the process with non-existent procedures within the company's inventory of business procedures.
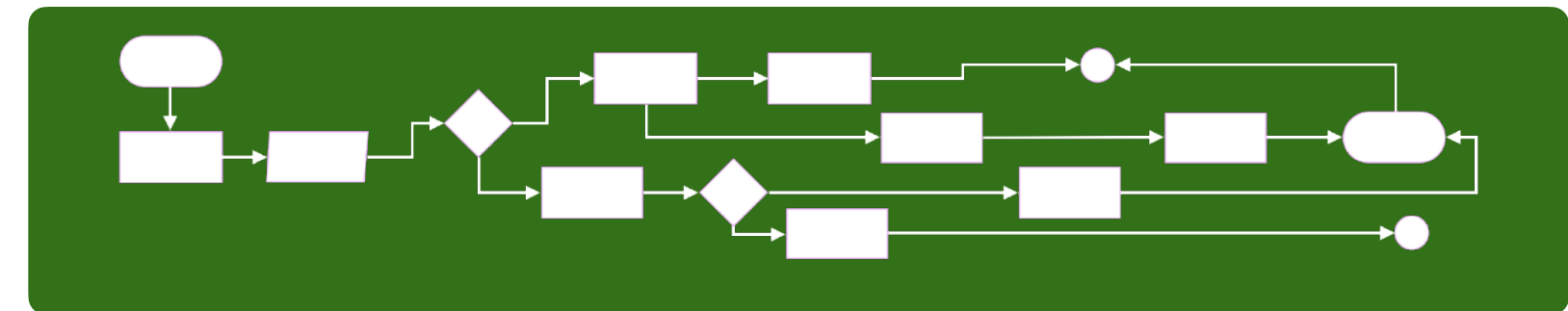
Engagement management
Front office processes.

We support with services and technologies to enable processes and collaboration for customer **acquisition**, **care**, **service** and **retention**.

Engagement management
Omni-channel.

We support with services and technologies to connect customers with front office and back office processes through different **digital** service and (self) service **channels**.