



**Does your CSM software use the
right method to predict customer
health?**

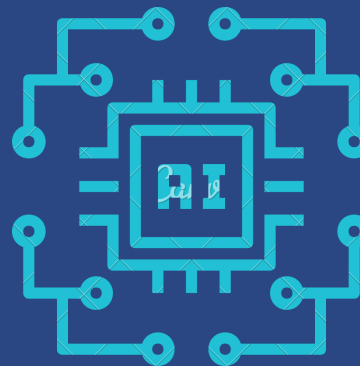
Find out here>

Approach



Rule-based

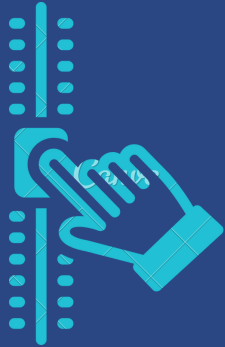
Uses **subjective** human-made rules to predict



Machine learning-based

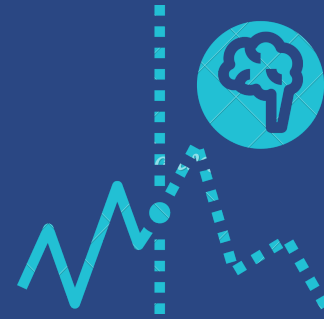
Uses **objective** data with a focus on statistical rules to predict

Capability



Rule-based

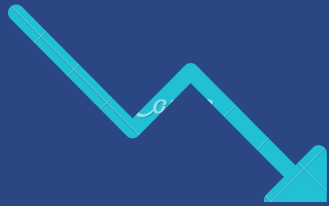
Requires constant **human** input to adjust and improve



Machine learning-based

Capable at **self-learning** and adapts to the ever-changing data environment

Complexity



Rule-based

Unable to deal with large amount of data especially with exceptional cases



Machine learning-based

Capable at dealing with **vast** volumes of data and rare events

Churned promises predictions based on the power of AI; accurate predictions and every insight you need to target the **right customers** in the **right way**, and at the **right time**.

