



Proven Technology with Positive Results

Architecture to Support Your Business Goals:

Highly scalable, multi-channel

platform: Provide the same “best-practice” sales/service process across all customer touchpoints

Interface and platform independent:

Integrate with your existing systems and technologies

Java and web-based security

standards: Protect your customer's personal and financial information

Flexible presentation layers:

Customize your user interfaces

Easy to operate and maintain:

Minimize your total cost of ownership



When it comes to customer data, companies have virtually perfected the capture of demographic and transactional information, both of which serve a valuable purpose. But in today's environment where the customer is king, understanding your customers' needs and preferences is critical to success. This requires a third dimension of data – psychographic – that provides the insight into customer needs, preferences and buying motivations necessary to deliver products and services customers truly want.

Combining demographic, transactional and psychographic data, companies can achieve 360° Customer Insight, a complete view of each customer. Through a strategic combination of artificial intelligence, proven research techniques, inference technologies, and a sophisticated sales methodology that incorporates the decision-making process, the eMpower Suite provides clients with the ability to obtain 360° Customer Insight.

The Collaborative Conversation™

Recognizing the need to create a user-friendly application from our dynamic dialog technologies, we developed the Collaborative Conversation™ – a customer-driven dialog that pinpoints individual motivations and preferences. Mirroring the techniques used by a seasoned, knowledgeable sales or service specialist, the Collaborative Conversation™ leverages stated preferences, trade-offs, Natural Language Generation (NLG) and inference technologies to obtain a complete and clear picture of an individual's choice behavior. Trade-offs, which test the user's preferences, are dynamically generated based on a prior response to focus on key decision drivers. This innovative approach offers a more engaging and satisfying sales experience that delivers personalized, relevant results.

Key Technological Components

Preference Engine: Uses a combination of rules-driven interview, inference technology, proprietary algorithms and adaptive conjoint analysis to understand a user's preferences and trade-offs for different product features and/or buying objectives.

Dialogue Definition Layer: Allows a domain expert to create flexible, customer-focused, customer-driven dialogues including rules to determine how the dialogue path can be customized to each user.

Survey Engine: Allows you to ask questions and combine the data with other transactional, demographic and preference data in the profile database.

Recommendation Module: Accepts user profile data (including, but not limited to, conjoint) and performs sophisticated scoring algorithms to interpret the data received and to present targeted product recommendations. Each recommendation includes an explanation of why it fits the individual's needs and preferences.

Profile Database: Captures all relevant user profile information including, demographics, transactional behavior, preference profile, and key actions/events throughout the entire buying process.

Analytical Engine: Allows a marketing analyst to run a set of key analytics on demographic, transactional and preference data to identify best practices for sales, marketing and product development.

Presentation Layer and User Interface: Fully supports multi-channel operation including, call centers, Internet/Intranet, kiosks, branches, stores, offices, etc. You can use your own presentation layers and user interfaces or we can customize them for you using our reference implementations to meet your specifications.



Choose Your Deployment

Online Insight offers a variety of deployment options designed to meet your business objectives and budget.

■ Customer-Managed Licensed Software:

This option provides you with the most control over your deployment. You perform all functions and activities necessary to implement your solution unless otherwise contracted with Online Insight's Professional Services team. You also are responsible for maintaining and supporting your solution, which will require some training by Online Insight. Version upgrades and new releases can be added based on your schedule.

■ **Software as a Service Hosted Solution:** This option offers you an easier and faster way to deploy your solution that requires less up-front investment (time, resources and dollars). You purchase or lease the software while Online Insight hosts it. Your solution will operate on two top-of-the-line servers housed in a state-of-the-art facility that is manned round-the-clock by certified systems administrators and software experts.

Multi-Channel, Customized Solution

Built in Java within J2EE programming framework, the eMpower Suite offers a highly scalable platform that will interface with all of the channels your customers use (Internet, Intranet, call center, branch, office, kiosk, etc.). This flexible architecture also allows you to completely customize your solution to meet your specific business objectives and to seamlessly integrate with your existing look and feel.

To learn more, contact one of our sales professionals at 770.508.1450 or visit us online at www.onlineinsight.com.

Technology Specifications

Online Insight supports leading technology platforms & standards:

Architecture: Core components developed in pure Java with pluggable connectors based on open standards such as Java2 Enterprise Edition (J2EE, Web Services or simple Java API)

Platforms: Any J2EE compatible operating platform

Databases: Any JDBC compliant database server (Oracle, DB2, Microsoft SQL Server...)

