

Solutions for Artificial Intelligence & Machine Learning

Ness excels at helping companies design and implement sustainable, scalable Artificial Intelligence (AI) and Machine Learning (ML) solutions to enhance the customer experience, improve customer service, increase operational efficiency, and reduce costs.

CLIENT CHALLENGES WE HELP SOLVE

- How can we gain valuable customer insights and reduce churn through Deep Learning-based customer journey analytics?
- How can we bring software engineering rigor to AI/ML and ensure low or no technical debt?
- How can we use AI/ML to improve customer satisfaction and reduce service costs?
- How can we reduce financial fraud by leveraging ML algorithms?
- How can we deploy AI/ML solutions rapidly without getting constrained by technology or infrastructure issues?
- How can we predict call center workforce needs based on call volumes?

Ness Services for AI/ML

- Consulting & Planning
- Architecture & Design
- Data Engineering/
Data Ops
- Data Pipeline Creation
- Diagnostics
- Descriptive Analytics
- Predictive Analytics
- Prescriptive Analytics
- Model Creation
- Data Visualization

Solutions We Offer

ENTERPRISE-GRADE AI ACCELERATOR

Ness's AI Accelerator is a pre-built, enterprise grade, AI collaboration platform that provides data scientists with easy access to all related assets (datasets, features, pipelines, models, code, etc.) required for executing AI/ML workloads. It is built around proven open source technologies and a highly-scalable containerized architecture that supports on-premise or cloud deployments. Ness's AI Accelerator makes AI/ML accessible and reduces the complexity around building scalable AI solutions quickly.

CHURN ANALYTICS

By establishing deep neural network-based models fueled by customer data, Ness's Churn Analytics solution helps clients identify at-risk customers and predict engagement results in near real time. We provide secure APIs that integrate easily with a client's applications and deliver production-ready dashboards to reveal customer insights. Ness will also prepare a "Next Best Action" plan to reduce churn and encourage customer loyalty.

CHATBOT SOLUTIONS

As communication shifts from voice to images, emojis and messaging, customer expectations are also changing. New interaction methods and conversational interfaces like chatbots are game changers, especially in customer engagement and self-service. Ness can implement intelligent, conversational chatbot interfaces that companies use to improve the speed, quality, usefulness, and efficiency of customer and employee engagement with relatively little incremental cost to the business.

RECOMMENDATION ENGINES

To facilitate more seamless digital interactions and make the buying process easier for end customers, Ness helps clients deploy more useful recommendation engines. The Ness Personalization Accelerator leverages Machine Learning algorithms to help enterprises deliver highly-targeted, immersive, hyper-personalized experiences that increase customer engagement, conversion rates, and loyalty.

Ness Work in Action

ADVANCING IMAGE ANALYTICS

Ness helped a healthcare OEM create a state-of-the-art production AI/data infrastructure to support its image recognition and analysis needs in the area of radiation treatment. The AI infrastructure created by Ness scaled rapidly to create auto-segmentation models within two months for a significant number of structures in the body. The provider is poised to revolutionize cancer care by extending the capabilities of the AI platform to more use cases that include treatment planning, interventions, dose calculations, radiation effectiveness, and more.

REDUCING CUSTOMER CHURN

Ness helped a telecommunications provider improve its churn prediction system using Deep Learning models and ML to build and execute models with large datasets. The solution facilitates identification of at-risk customers in near real-time. Ness used a TensorFlow, Keras, and Kubernetes-based deployment architecture.

INCREASING PRODUCTIVITY WITH DATA SCIENCE

Ness helped build a new category of technology that enabled a pharmaceutical company to transition to an orchestrated commercial model. By combining ML and AI into a next-generation, intelligent data science platform, the system delivers insights, predictions, and recommendations that provide an enhanced user experience. With the new commercial pharma platform, the client can support multiple ML toolchains and runtime environments that provide flexibility and boost development productivity.

PERSONALIZING PRODUCT RECOMMENDATIONS

Given the task of helping our retail client improve cross-selling and up-selling online, Ness designed and deployed a powerful recommendation engine. We explored the entire customer journey and created a more intuitive purchasing experience with significantly fewer steps. Using data, we personalized online content and enriched it with relevant insights from public sources. We also made the journey immersive to increase purchase conversion by creating an interactive platform that enables customers to view products in their own environment.

About Ness Digital Engineering

Ness Digital Engineering designs, builds, and integrates digital platforms and enterprise software that help organizations engage customers, differentiate their brands, and drive profitable growth. Our customer experience designers, software engineers, data experts, and business consultants partner with clients to develop roadmaps that identify ongoing opportunities to increase the value of their digital solutions and enterprise systems. Through agile development of minimum viable products (MVPs), our clients can test new ideas in the market and continually adapt to changing business conditions—giving our clients the leverage to lead market disruption in their industries and compete more effectively to grow their business.

For ideas on how your company can achieve its business objectives using digital technologies, contact us: www.ness.com/contact

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