

The background features a dark blue gradient with a network of light blue circles and lines. On the right side, there are colorful bokeh light effects in shades of blue, red, and yellow. The word "Mattersight" is written in a large, black, serif font with a registered trademark symbol.

Mattersight[®]

**A LEADER IN BEHAVIORAL ANALYTICS
AND PIONEER IN PERSONALITY-BASED
SOFTWARE APPLICATIONS**

The Chemistry of Conversation

Driving Significant Business Value

Every time customers contact a company, it is a moment of truth. Millions of these moments of truth occur across an organization every single day. Within these interactions, there is enormous potential insight into customer behavior and employee performance. However, the sheer size and complexity of descrambling this unstructured data is overwhelming. While companies know the data is valuable and transformational, capturing, analyzing, and creating value from this data is a hard problem to solve.

Mattersight's Behavioral Analytics service solves these issues by automatically analyzing every customer interaction, the related employee desktop interaction, and other important customer and business data. These powerful analytics are performed in a highly secure cloud environment, using millions of proprietary algorithms and unique behavioral models. The output of this analysis is hundreds of contextually accurate data attributes used to measure and predict agent performance and individual customer expectations and behaviors.

Mattersight's SaaS+ delivery model enables our clients to drive significant business value in areas of revenue generation, cost reduction, fraud and risk management, and customer experience, empowering people to be more productive and companies to be more profitable.

Discovering new insight is not enough to create business value. Companies also need a true analytics partner to deliver significant, measurable business results. Mattersight works with its clients to develop business cases and track ongoing progress toward performance goals. Combining powerful analytics with deep delivery partnerships drives significant returns for our clients.

Focusing our analytics on revenue generation, cost reduction, fraud and risk management, and customer experience has enabled our clients to achieve returns ranging from 3x to 10x the monthly user fee.

Measurable Results

- ✓ **A large healthcare insurer reduced Average Talk Time by 11% and callbacks by 32%**, while improving customer satisfaction scores using Customer Service Analytics.
- ✓ A large property and casualty insurer was able to boost close rates by 45%, resulting in a **\$15 million increase in annualized sales** using Sales Analytics.
- ✓ A leading bank used Collection Analytics to drive a **13% increase in collections in the first year of implementation**, while spending 5% less time on the phone.
- ✓ The credit card division of a leading retail bank utilized Fraud Analytics to decrease fraud losses and protect their customers' identity, **increasing fraud identification by 5000% in six months**.
- ✓ A healthcare insurer utilized Customer Service Analytics to provide a differentiated customer experience to its beneficiaries and deployed Predictive Routing to drive an immediate **29% reduction in Average Talk Time**.

LEADING COMPANIES

Rely On Mattersight's Applications

Mattersight's applications are used by leading companies in Healthcare, Insurance, Financial Services, Telecommunications, Cable, Utilities, and Government, including:



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LARGEST HEALTHCARE INSURERS



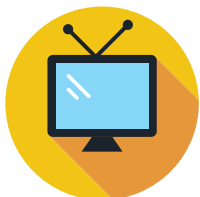
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LARGEST PROPERTY & CASUALTY COMPANIES



1 of the top 3

RETAIL BANKS



1 of the top 4

CABLE PROVIDERS



1 of the 2

LARGEST PRESCRIPTION BENEFIT MANAGEMENT COMPANIES



1 of the top 3

INVESTMENT FIRMS

WHAT OUR CLIENTS

say about Mattersight

“Our partnership with Mattersight resulted in an 11% reduction in operating expenses.”

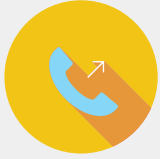
Executive Vice President, Operations
A Top Three Retail Bank

“Mattersight helps us understand the behaviors and personalities of our customers so that we can better service and sell to them.”

Vice President
A Large Property and Casualty Company

Mattersight Delivery Model

Mattersight's SaaS+ delivery model combines analytics in the cloud with deep client partnerships.



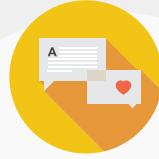
Calls



Desktop



Email



Chats



Internet



Mobile
Apps



Customer
Data



Employee
Data

ANALYZE IN THE CLOUD USING MILLIONS OF PROPRIETARY ALGORITHMS

Behavioral Analytics

Customer Behavior, Service
Patterns, Employee Performance,
Sales & Collections Patterns.

OPERATIONALIZE RESULTS AND DELIVER SIGNIFICANT BUSINESS VALUE



Routing



Coaching



Analytics

HIGHLY SECURE ANALYTICS TECHNOLOGY

Mattersight's technology captures customer and employee interactions, employee desktop data, and other contextual information, and analyzes it in a highly secure cloud environment using millions of proprietary algorithms and the application of unique behavioral models.

ADVANCED PROPRIETARY ALGORITHMS

Millions of proprietary algorithms are the foundation for Mattersight's enterprise

analytics. These algorithms generate hundreds of new contextually accurate data attributes that are delivered to clients through an intuitive online portal tailored for multiple operational levels and business applications in Customer Service, Sales, Collections, and Fraud.

ROBUST DATA MODEL

Leveraging Mattersight's proprietary data model enables the data attributes created by our technology to be indexed by customer, employee, and work type, creating insight into the enormous variability that exists across both employee performance and customer expectations and behaviors.

PROVEN DELIVERY APPLICATIONS AND METHODOLOGIES

Routing

Mattersight's Predictive Behavioral Routing application responds in milliseconds with a rank order list of the best available agents for each specific call, leveraging important new customer and employee data.

Coaching

Mattersight's robust Performance Coaching application automatically identifies the best opportunity for improvement for each employee, supervisor, and manager. The best examples of this performance are delivered to employees with targeted feedback and coaching to reduce the variability of employee performance.

Mattersight's dedicated Business Monitoring team partners with clients to drive significant business value through performance management, client-specific modeling and business process redesign, and automation. This enables organizations to optimize customer satisfaction, first contact resolution, sales and cross-sales, collections, handling efficiency, compliance, and authentication.

Analytics

Mattersight's Predictive Analytics application uses contextually accurate data attributes and advanced predictive modeling techniques correlated with important measurements, such as customer satisfaction, purchase propensity, payment propensity, and attrition, to assign a score to every captured interaction. These models enable our clients to take proactive corrective action to drive measurable improvements in key business metrics.

CONTACT US

Improve your Return on Interaction today.
Visit MATTERSIGHT.COM/REQUEST-DEMO



CUSTOMER DATA

- Previous interaction history & outcome
- Customer satisfaction score
- Attrition likelihood score
- Probability to purchase score
- Customer personality



EMPLOYEE DATA

- Average contact time
- First call resolution
- Problem resolution
- Customer satisfaction
- Employee Personality

A STRONG BUSINESS PARTNER

Mattersight is a rapidly growing analytics leader. We have a strong balance sheet and are backed by two leading venture capital firms: Sutter Hill Ventures (www.shv.com) and Investor Growth Capital (www.investorab.com). Mattersight's rapid growth and strong financial position enable us to make significant investments in new product development and improved delivery capabilities.