

# FUTURE OF BUSINESS IS “MICRO-LEVEL PROFITABILITY”

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Today's enterprises operate in a highly competitive world where customer expectations are ever-increasing, business margins are shrinking, employee-led costs are growing and regulatory compliances are multiplying. There are no easy and simple answers to thrive in this new reality.

Past few decades were all about investing a lot of money in sophisticated technologies that enabled customer outreach, acquiring high-paid but scarce talent and state-of-the-art resources. The focus was on macro-level improvements in top-line and bottom-line by investing more and more into operations. But as the world is becoming increasingly competitive, this approach to profitability and customer growth is unsustainable as everyone is fighting for the same set of customers with a limited pool of skilled employees and similar types of resources.

Businesses need a new approach to operate for sustainably improving their financial and customer outcomes.

## **MICRO-LEVEL PROFITABILITY IS THE ONLY WAY OUT...**

Micro-level Profitability is a new way of transforming your operations to a level where you, as an organization, are able to create a real-time intervention to address opportunities or risks, which leak value at the micro-level of every customer, every resource, every employee and every process.

If you do some basic math, you will realize that this new micro-level focused state of operations will fuel significant top-line and bottom-line growth by addressing the leakage of financial and customer value that happens with:

- // Every unhappy customer results in leakage of Customer Lifetime Value of not just one customer but everyone who trusts this customer.
- // Every mismanaged order or resource results in direct leakage of revenue.
- // Every poorly executed or repeated process adds to wastage.
- // Every employee with skill and productivity gap increases the required organization size.



However, achieving Micro-level Profitability requires a next-generation platform for operations that enables real-time intervention at the level of every customer, every resource, every employee and every process, which is humanly impossible to achieve.

## **Yester Year's Humanly Impossible ... Is Now Possible ...**

In spite of the best systems, best people and best processes, almost all decision-making required for real-time operations intervention is manual and post-fact. Today's best Business Intelligence (BI) and Analytical tools only provide information. These systems lack the ability to drive the necessary intervention at the micro-level.

But given some of the recent advances in the modeling of human agents using bots based on AI/ML, a new era of operations is emerging, where businesses can force multiply each every role in the organization.

## **INTRODUCING EXPERIENCEFLOW'S DIGITAL NERVOUS SYSTEM**

ExperienceFlow's Digital Nervous System (DNS) is an industry first, AI-based Operations Transformation Platform. This system enables autonomous and continuous decision-making across the entire organization to create real-time intervention at the micro and macro levels. Our technology is powered by Situation-aware Operations Bots that force multiplies the capability of each role in the organization to consistently meet and beat their goals.

We believe this is an inside-out approach for growth where Operations is a profitability center and will enable businesses not only to survive in this competitive world but it will make it thrive.

## **WANT TO REVOLUTIONIZE YOUR OPERATIONS TODAY?**

**Request demo at [www.experienceflow.ai](http://www.experienceflow.ai).**

ExperienceFlow is a faster, better and most cost-effective way to transform the entire enterprise operations to improve EBITDA (Revenue, Cost & Compliance) by 15-20% and provide consistent customer experience every time.