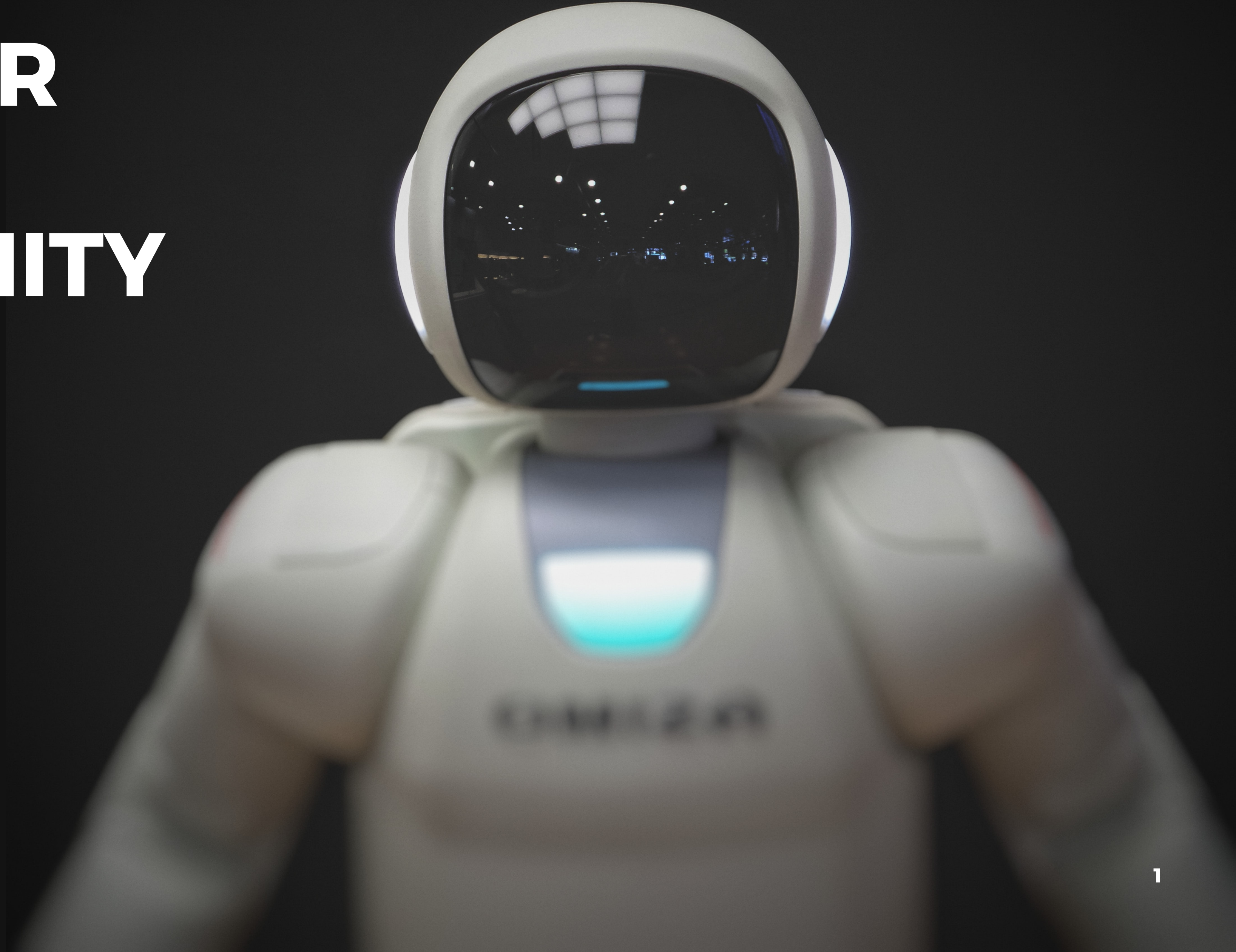# MANA

INNOVATION CONSULTANTS

Accelerating the world through innovation.

THE POWER TO SEIZE OPPORTUNITY BEFORE IT KNOCKS

REDEFINE WHAT'S POSSIBLE WITH ARTIFICIAL INTELLIGENCE IN YOUR BUSINESS.

Applied Intelligence is how we implement Artificial Intelligence (AI) in business—enabling our clients to do things differently and do different things. It's our approach to embedding AI, automation and analytics at the core of the enterprise to break down silos and create more agile and adaptive processes, enable better decision making, and empower businesses to identify and capture completely new opportunities. And, we can do it at speed and scale thanks to an extensive suite of industrialized solutions for industries and functions.

Explore some of the ways Applied Intelligence is already redefining possibilities and powering new outcomes across business functions.
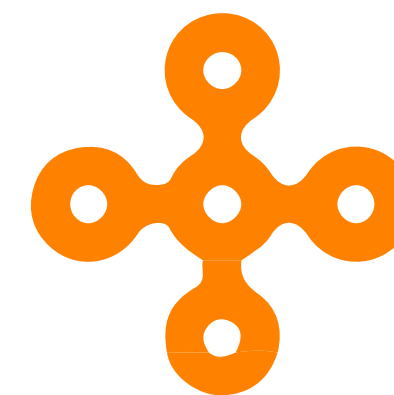
INTELLIGENT CUSTOMER ENGAGEMENT

INTELLIGENT REVENUE GROWTH

INTELLIGENT HEALTHCARE

INTELLIGENT SUPPLY CHAIN

INTELLIGENT FINANCIAL CRIME DETECTION

INTELLIGENT CUSTOMER ENGAGEMENT

Today, customer service leaders struggle to create and sustain the "always-on, always-me" experiences that consumers expect.

We leverage the power of AI in business to help unlock new insights and create more intelligent processes so you can provide excellent customer experiences at a decreased service-cost per customer. Reimagining customer interactions from account maintenance to payments, from troubleshooting to inquiries, we'll help you embed AI into your core business functions to empower your workforce and delight your customers at the same time.

AI APPLICATIONS

- Supercharge agent productivity with the support of Virtual Agents and Intelligent Automation tools

- Deliver timely, conversational customer interactions based on context and customer intent

- Drive customers to digital experiences that can improve both speed and quality of resolution

- Automate and scale consistency across all channels

- Increase digital adoption by delivering personalized interactions

OUTCOMES

- 30% improvement in speed-to-service

- 18% increase in digital conversion rate

- 20% increase in customer satisfaction

INTELLIGENT REVENUE GROWTH

Across industries such as media & entertainment, retail and consumer goods, relevance is the new key to driving revenue growth. With consumers constantly evaluating choices, businesses must stay relevant in every moment between sales and service to capture new opportunities to engage and grow.

We'll help you implement AI-powered solutions across customers, channels, and products. By breaking down data silos, AI can reveal a real-time, 360° view of your customer and glean insights that you couldn't see before—powering new strategies and capabilities for optimization across growth levers.

AI APPLICATIONS

• Maximize value per customer by pinpointing highly relevant products and offers for prospective and current buyers

• Reach customers across channels by utilizing our universal decision engine, while driving higher levels of engagement by continually optimizing with AI

• Increase ongoing productivity of marketing media through AI and machine learning-enabled attribution

OUTCOMES

• 10-30% product profit increase

• 43% increase in campaign customer engagement

• 72% increase in revenue resulting from personalized support

INTELLIGENT HEALTHCARE

The healthcare ecosystem is experiencing seismic shifts stemming from new socio-economic realities, a new science landscape, and the consumerization of healthcare—all being rapidly pushed forward by advances in data, digital and technology. Incumbents have a tremendous opportunity to lead the market into a new era focused on truly delivering more effective, efficient and affordable healthcare.

AI in healthcare can help you generate insights and create more intelligent processes so you can provide excellent customer experiences at a decreased service-cost per customer. And as one of the largest health and life sciences professional services providers globally, we can deliver increased speed-to-value through innovative contracting, partnerships, and scalable AI- and analytics-powered services.

AI APPLICATIONS

- Develop and deliver comprehensive patient services programs from clinical trials through treatment management that can improve patient care and outcomes

- Offer innovative patient treatments by synthesizing data to identify new clinical treatments and new approaches to clinical trials

- Deliver better patient care with more accurate chart reviews and new digital services to help improve care planning

- Increase operational efficiency with optimized scheduling, augmented processes, and streamlined management of claims and payment

- Expand business growth through improved medication adherence and patient retention (e.g., through our Patient Experience Manager)

OUTCOMES

- Helping to reduce over 50% of avoidable hospital admissions

- $300M annual medical cost reduction

- 50% reduction in medical supply chain costs

INTELLIGENT SUPPLY CHAIN

As consumer expectations and preferences continue to evolve, supply chains relying on rigid legacy systems are struggling to get the right products to customers, when and where they need them, without impacting margins. To fulfill changing customer demands, while achieving global efficiency, companies are starting to leverage advanced analytics and intelligent technologies to transform the way they do business.
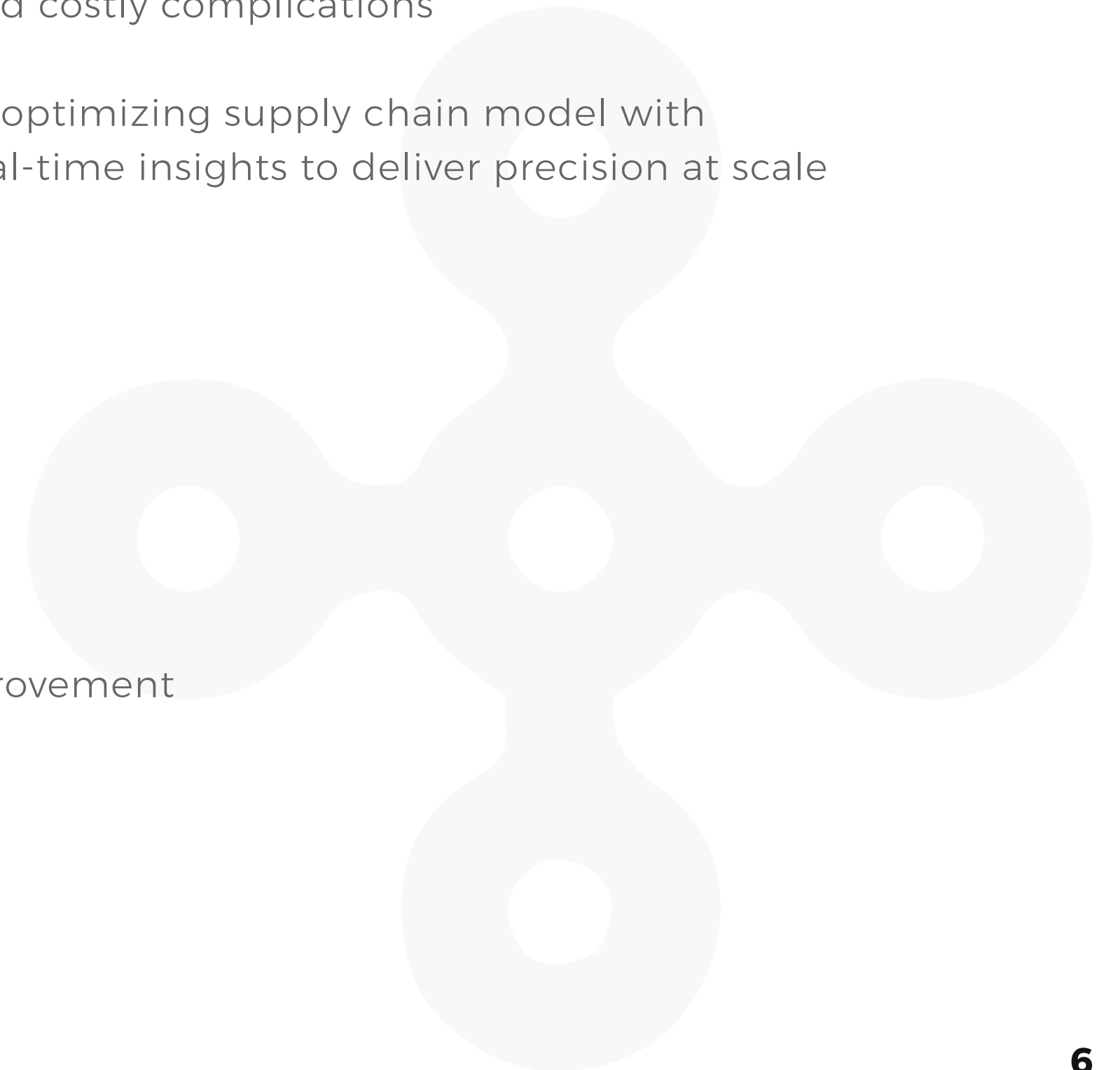
We help clients increase visibility within and across all supply chain functions to create a customer-driven, integrated operating model that offers more efficiency, transparency and agility. By breaking down siloes, AI helps deliver data-driven insights across the supply chain network, enhancing precision forecasting, augmenting decision-making, and increasing human potential for strategic analysis and innovation around customer demands.

AI APPLICATIONS

- Build an open and transparent supply chain to increase visibility and collaboration

- Unlock, process, and utilize structured and unstructured data to predict customers' unique needs

- Automate real-time flagging and resolution of disruptions across the supply chain ecosystem to avoid costly complications

- Enable a self-learning and self-optimizing supply chain model with dynamic segmentation and real-time insights to deliver precision at scale

OUTCOMES

- 20–30% forecast accuracy improvement

- 20% reduction in lost sales

- $40M realized benefits

INTELLIGENT FINANCIAL CRIME DETECTION

With digital financial crime on the rise, banks and financial institutions are under pressure to improve data security, increase the rigor of their investigations and maintain compliance with a growing list of complex regulations. In order to deal with the shifting demands of the risk ecosystem, without impacting margin, innovative institutions are embracing new processes that leverage self-learning, intelligent AI-powered solutions.

We combine the power of intelligent automation, machine learning and advanced analytics with the flexibility of cloud-based technology environments, enabling our clients to achieve measurable business outcomes. Our AI-driven solutions help financial institutions transform their organizational processes by streamlining operations and augmenting investigator performance to better detect threats and examine high case volumes quickly and thoroughly. All while ensuring compliance and maintaining client privacy.

AI APPLICATIONS

- Develop enterprise-wide policies and standards

- Identify emerging criminal patterns through non-rule based, self-learning detection that uses advanced data mining, predictive analytics and pattern recognition

- Leverage AI to prioritize case investigations, lower false positive rates and increase rule targeting accuracy

- Enhance compliance with Anti-Money Laundering (AML), Know Your Customer (KYC) and other regulations

OUTCOMES

- 30% reduction in false positives

- 40–50% less effort spent on manual tasks

- 15–35% decrease in Know Your Customer reviews

- 25–40% cut down of Anti-Money Laundering alerts

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