

# Data Science and Advanced Analytics with J.Lodge

J.Lodge, a Cognosante subsidiary, is focused on solutions that help organizations extend beyond simple Business Intelligence and harness the full power of data science and advanced analytics to make data-driven business decisions with the “big picture” in mind.

Historically, large companies have focused only on data coming from single or fragmented sources to make business decisions. Cognosante’s advanced analytics solutions pull from multiple other data sources in the enterprise to move companies up the analytics value chain from descriptive analytics to predictive and prescriptive analytics with the goal of generating a clearer understanding of their business problems and opportunities.

## OUR EXPERTISE

Four areas of focus comprise our deep experience in advanced analytics. Between these pillars, we help organizations visualize actionable near real-time data in an easy-to-read format to enable better decisions and improve performance outcomes.



**OPERATIONS:** Technical expertise on all customer interaction platforms in support of quality monitoring. Through coding categories and analyzing incoming calls based on jointly established KPIs, we’re able to research areas of interest and perform targeted listening to ensure KPI success, continuous process improvement opportunities, improved customer satisfaction and increased call center effectiveness.



**BUSINESS INTELLIGENCE:** Data translation activities help data owners best leverage raw data from multiple, disparate sources. Our solutions aggregate, analyze and transform data into actionable, easy-to-understand reporting that customers use to address real business needs using reliable, defensible data.



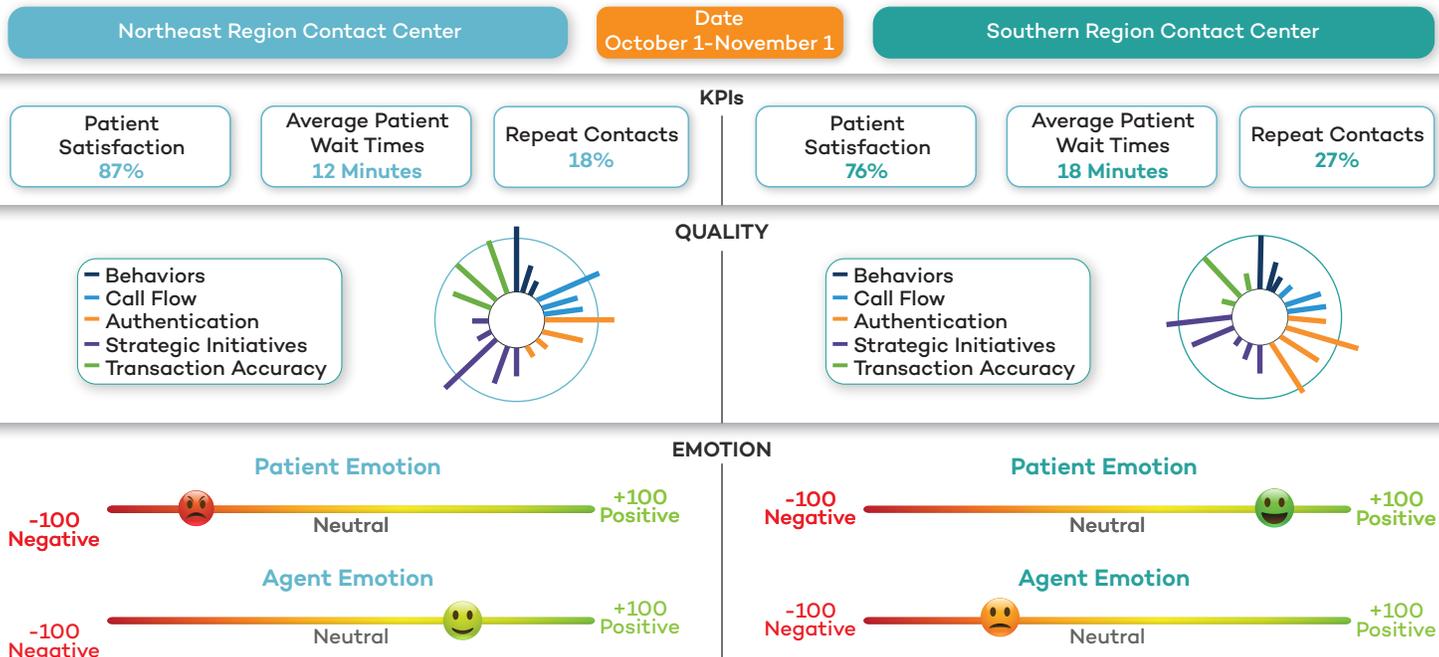
**DATA SCIENCE:** Data engineering and data science experts combine to create customer solutions that structure, migrate, analyze, and compare data so that predictive and prescriptive modeling become the norm inside of data-driven organizations. Integrating artificial intelligence (AI) and machine learning (ML), our solutions also infuse automated process conversion and reporting into fast-moving environments that rely on data early and often to make critical decisions.



**TECHNOLOGY AND INNOVATION:** With a strong foundation of expertise, we add value to customer projects by taking a proactive approach to analytics improvement. As part of program management, our Technology and Innovation team is focused on uncovering opportunities to optimize performance, automate for efficiency and reduce program risks.

# Analytics in Action

With data aggregation, analytics and visualization expertise, Cognosante is helping customers achieve new success frontiers with reliable success.



## IMPROVE CUSTOMER EXPERIENCE

Analysis of speech analytics data and listening results captured insight into customer needs and preferences. Customer launched two new programs in 2019 as a result of case study results and recommendations.

## INCREASE CUSTOMER SATISFACTION

Analysis of speech analytics data and listening insights resulted in identification of agent best practices with regard to assisting customers who were moving within the service area. Client anticipates a 10% growth in “mover connects” and 5-10 point improvement on customer satisfaction (NPS) scores.

## IMPROVE INTERNAL PROCESSES

Analysis of speech analytics data and listening insights resulted in identification of agent best practices with regard to promoting key programs. Client saw a 13% increase in program engagement/enrollment after implementation of our recommendations (agent coaching, process, etc.).

## THE J.LODGE DIFFERENCE

Founded by a service-disabled Veteran, Cognosante’s J.Lodge group is committed to serving the often unnoticed, yet incredibly talented, segments of the population. Our operational model is focused on creating employment opportunities for

- Disabled Veterans
- Americans with Disabilities
- Military Spouses
- Caregivers

In addition to a dedicated Veteran recruiting team, J.Lodge works nationwide with State Vocational Rehabilitation Agencies (SVRAs) and veteran transition organizations to create awareness of employment opportunities to transition into full-time employment in areas aligned to their strengths.