

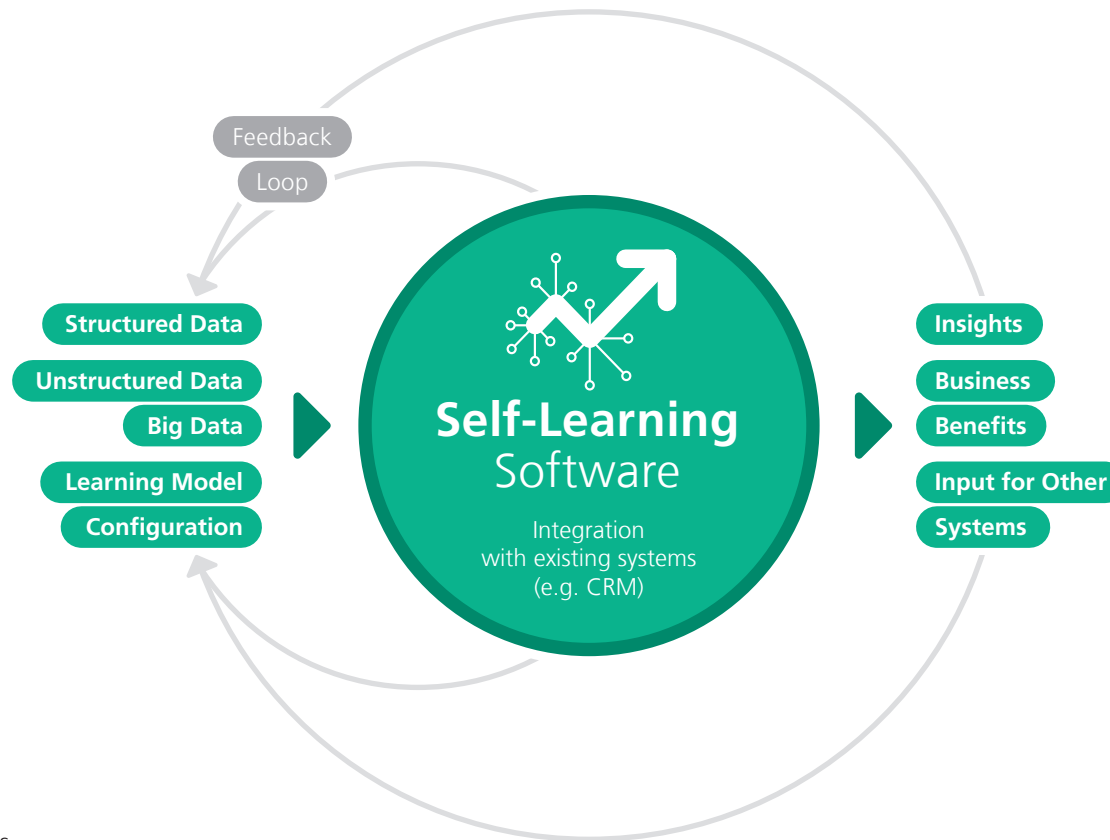
Self-Learning Software Has a Major Impact on Profitability

What Is Self-Learning Software?

Self-learning software is software with machine-learning capabilities. Machine learning is the subfield of computer science that explores how algorithms can mine data to make informed predictions or decisions. Self-learning software has the ability to learn from structured and unstructured data without explicit programming instructions.

What Can Self-Learning Software Do for You?

Self-learning software is able to interpret and learn from data from various sources such as a client's background, transactions, and external profiling. In doing so, it helps you identify promising cases quickly, which in turn allows you to better prioritize allocation of resources and target your investments in customer service, product bundling, and product design.



Case Study – Predictive Analytics for a Bank's CRM System

Our case study shows that a bank can considerably increase profitability by deploying self-learning software. Prediction-based sales activities have proven to be 50% more effective than those based on human judgment. Even experienced sales professionals recognize only about 80% of potential buyers quickly, and less experienced sales professionals take days to achieve the same result.

How to Introduce Self-Learning Software?

Today, most companies recognize that they will benefit from a targeted investment in self-learning software. But where to start? Contact us and we will help you analyze your data and advise you on how to best apply self-learning to increase your revenues, achieve growth and innovation targets, and reduce risks.



Contact our experts
to discuss how to apply self-learning
software in your enterprise



Nina Zurbuchen
Principal Business IT Consultant
nina.zurbuchen@adnovum.ch

**Solution
Partner**

