

|SUCCESS DRIVERS.

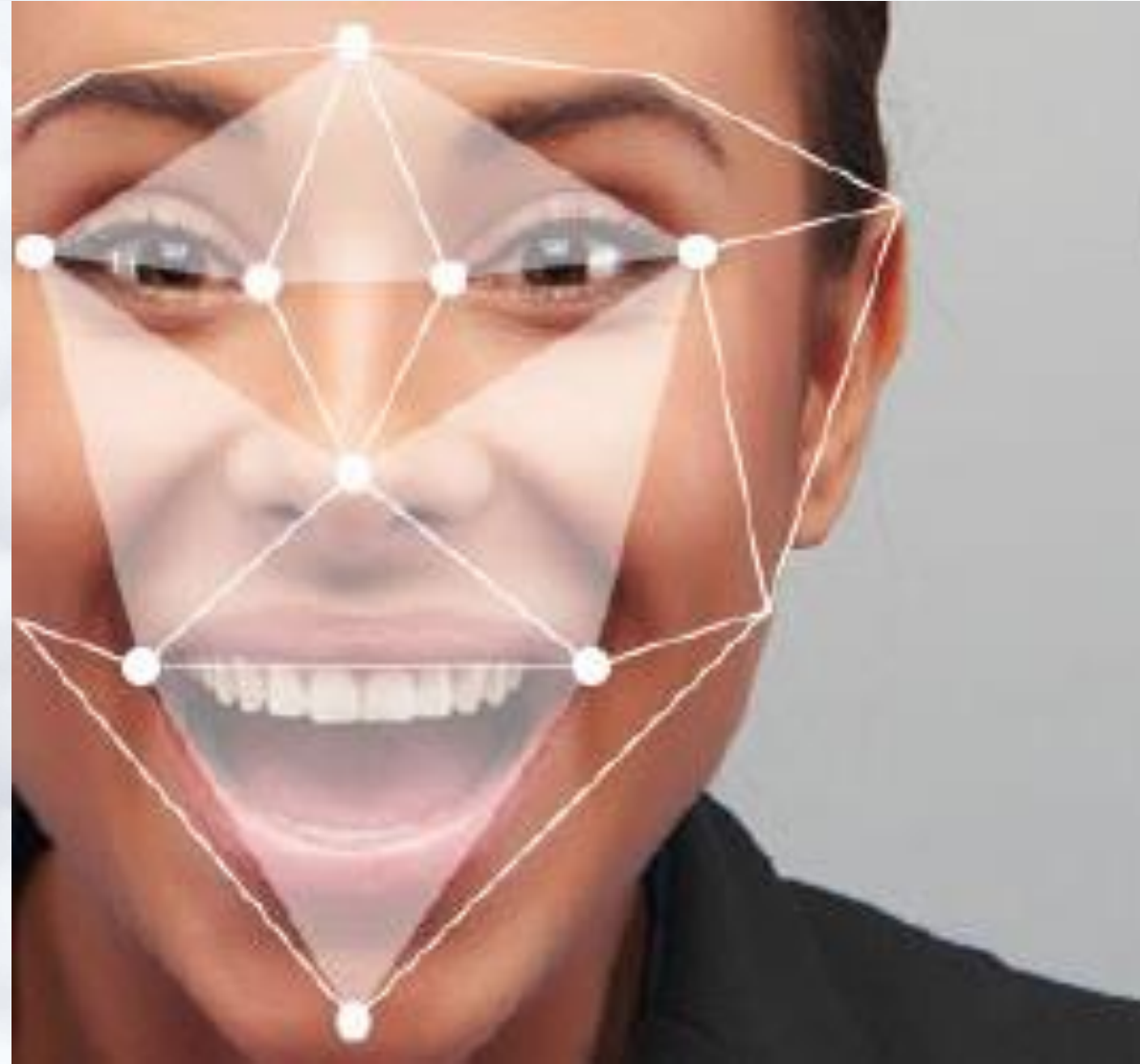
KI ist nicht KI ist nicht KI

AI today is used to automate operative decisions



TOP AI APPLICATIONS IN MARKET RESEARCH

1. Facial Coding (79%),
2. Text analytics (72%)
3. Forecastings (70%),



-80%

ALL

Enter your search query...

Filter by codes

✓ 15

@AppleSupport How do you determine whether the battery on your iPhone6 is good or bad? At what threshold is it considered bad?

Battery

+

✗ 16

@AppleSupport Sorry, iPad Pro 10.5 inch

Select codes

✗

Apple @AppleSupport Glad I paid over \$2,000 for my Mac to

EXP DATA

Keyboard Shortcuts

SENTIMENT

Bad Service / Disappointing / Great Service

HARDWARE

Battery

Screen

Watch

Camera

Other

Headphones

SUPPORT

Genius / Apple Store

Phone call

MEASURE

Reset

AppStore / Apple ID

Password

Stuck / Freeze

IOS Updated

EDIT CODES

CODE FREQUENCIES

MODEL ACCURACY

SENTIMENT

HARDWARE

SUPPORT

MEASURE

SOFTWARE

SALES

OTHER

+

Bad Service / Disappointing / Great Service

3 (0%)

+

Great Service

3 (0%)

+

HARDWARE

5 (0%)

+

Battery

5 (0%)

+

Stuck / Freeze

5 (0%)

+

IOS Updated

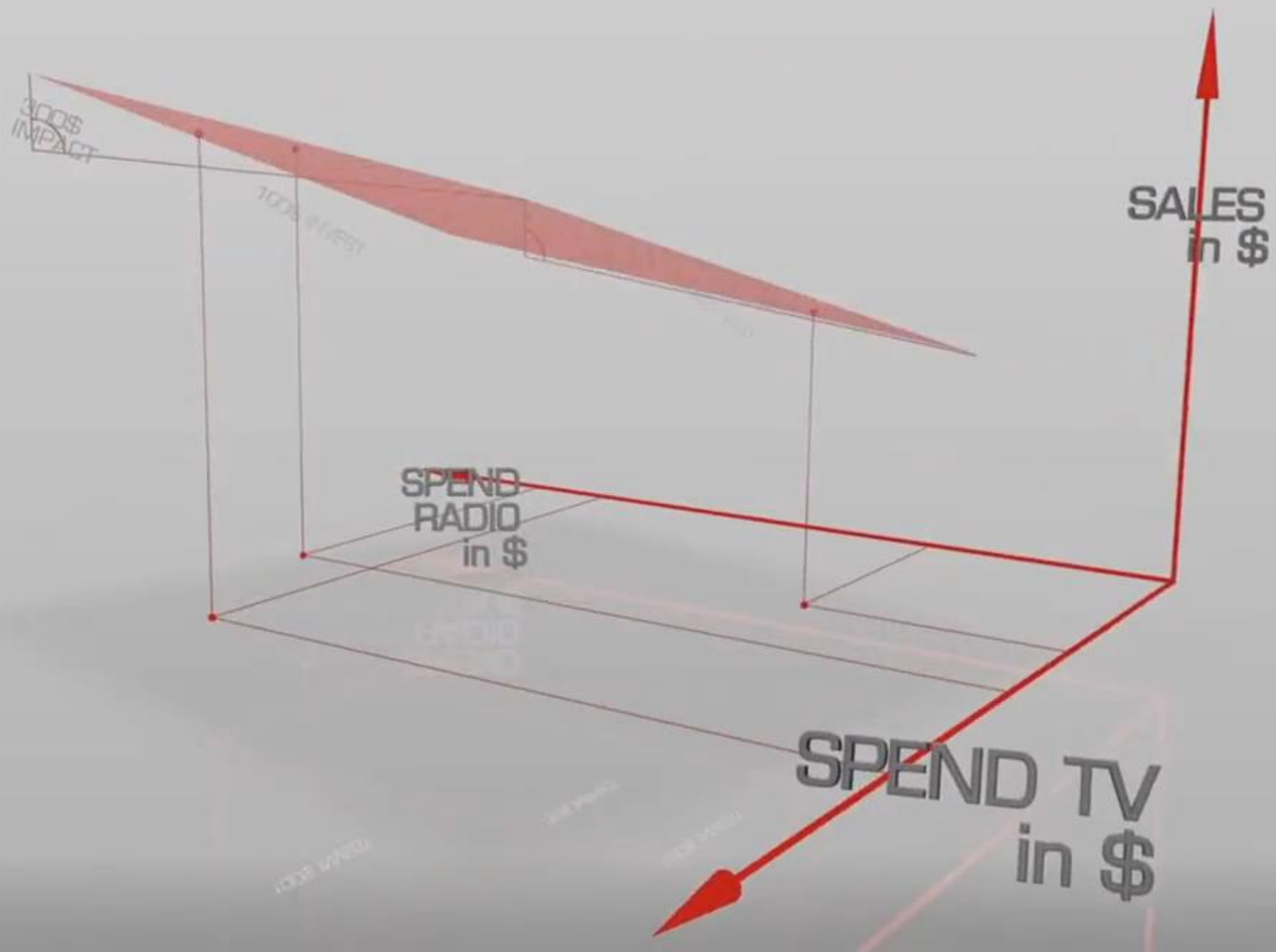
5 (0%)

Last update: Model training will only start when at least 20 answers are coded.

FORECASTING

5%

81%





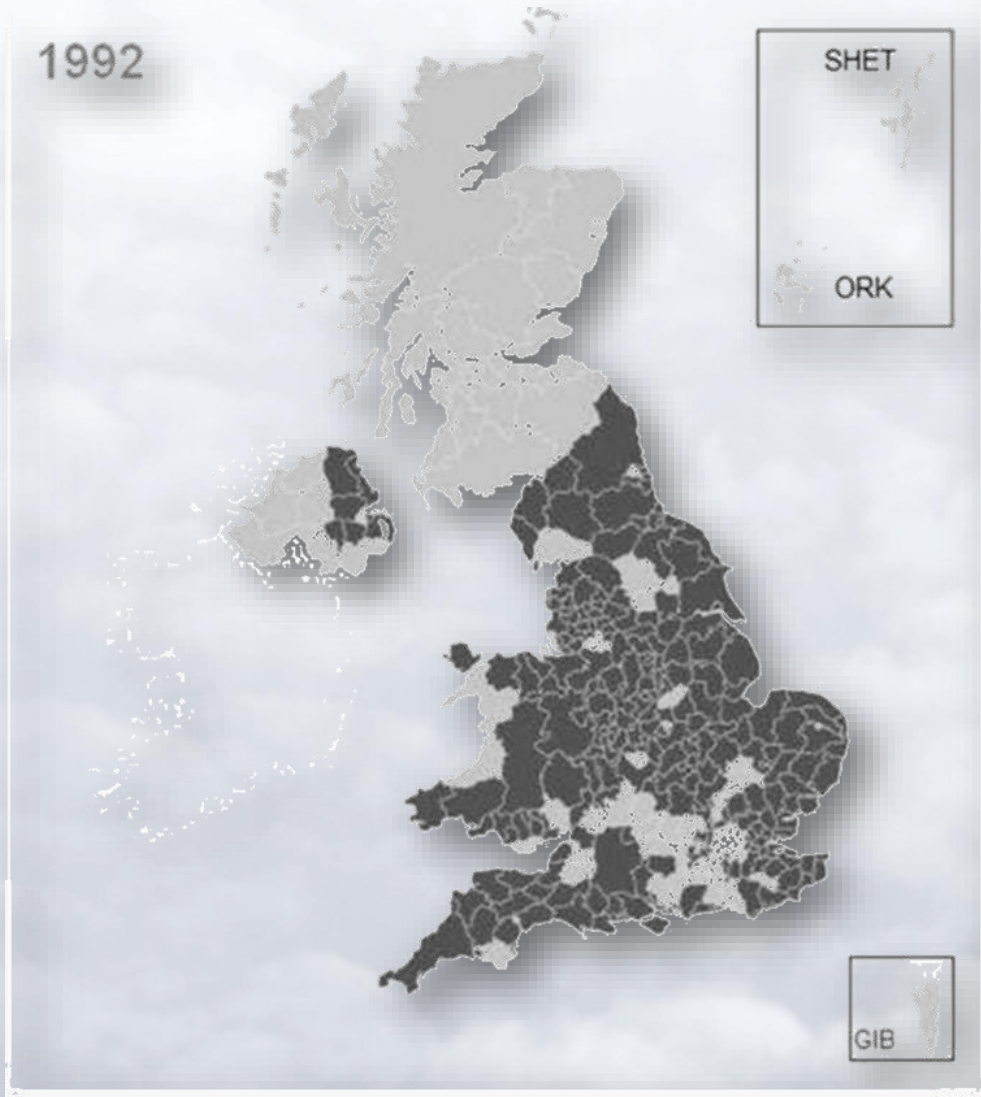
**AI of second generation
is to augment strategic decisions**

Es gibt nur 2 Arten von “Insights”

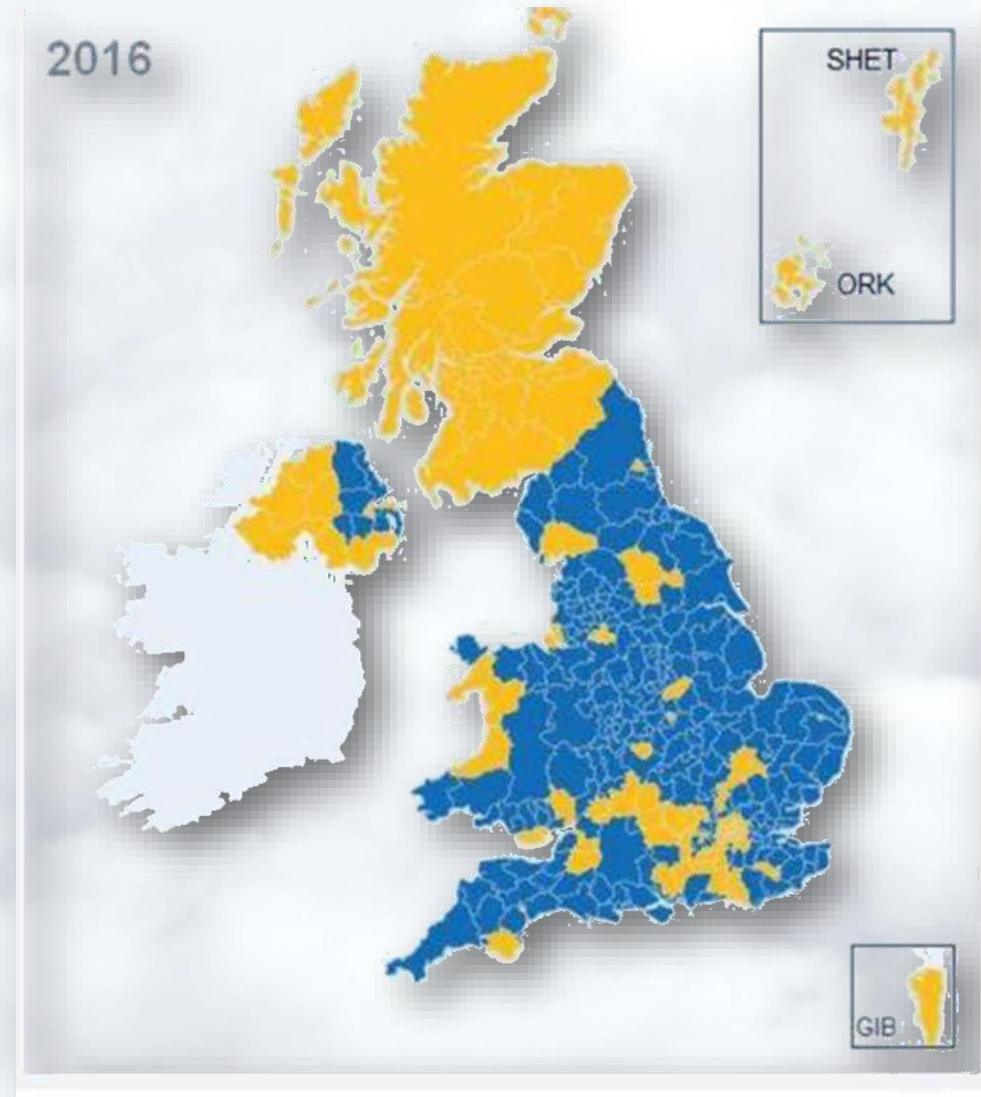
ZUSAMMENHÄNGE

FAKTEN

Mad Cow Disease '92



Brexit Votum '16

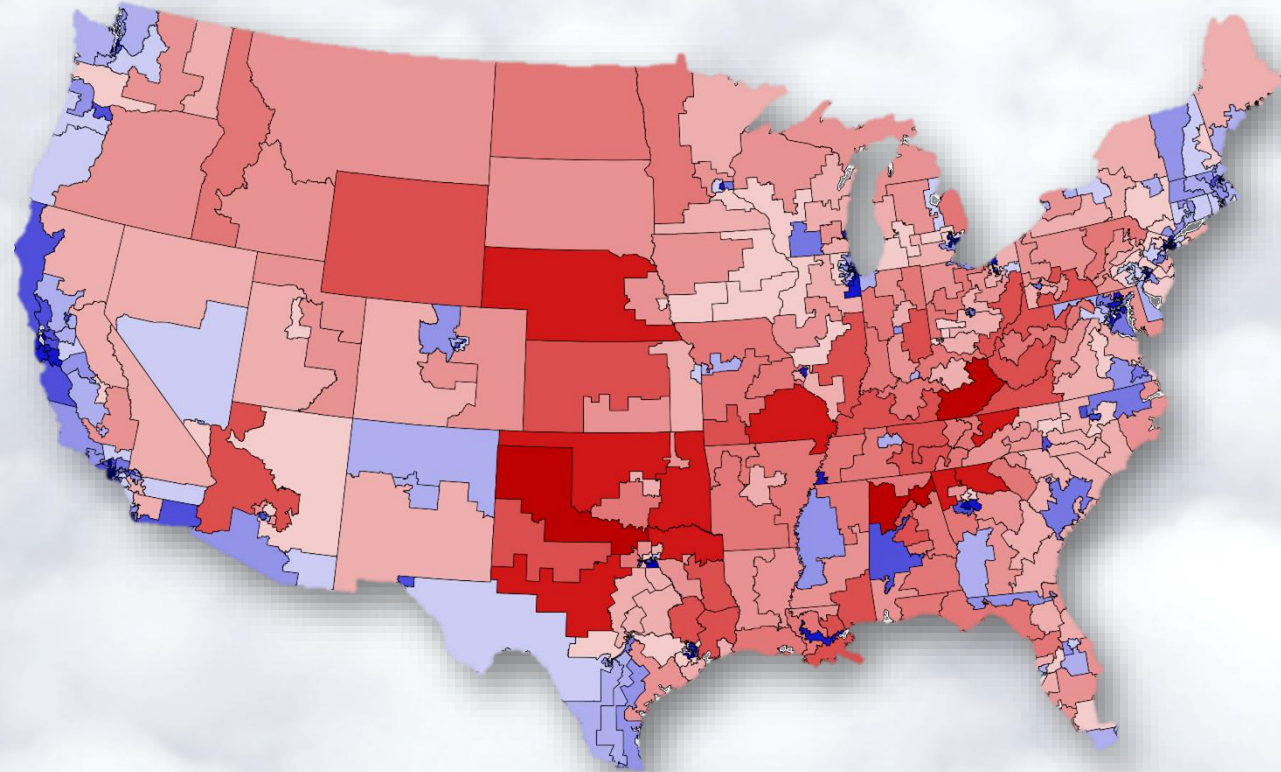
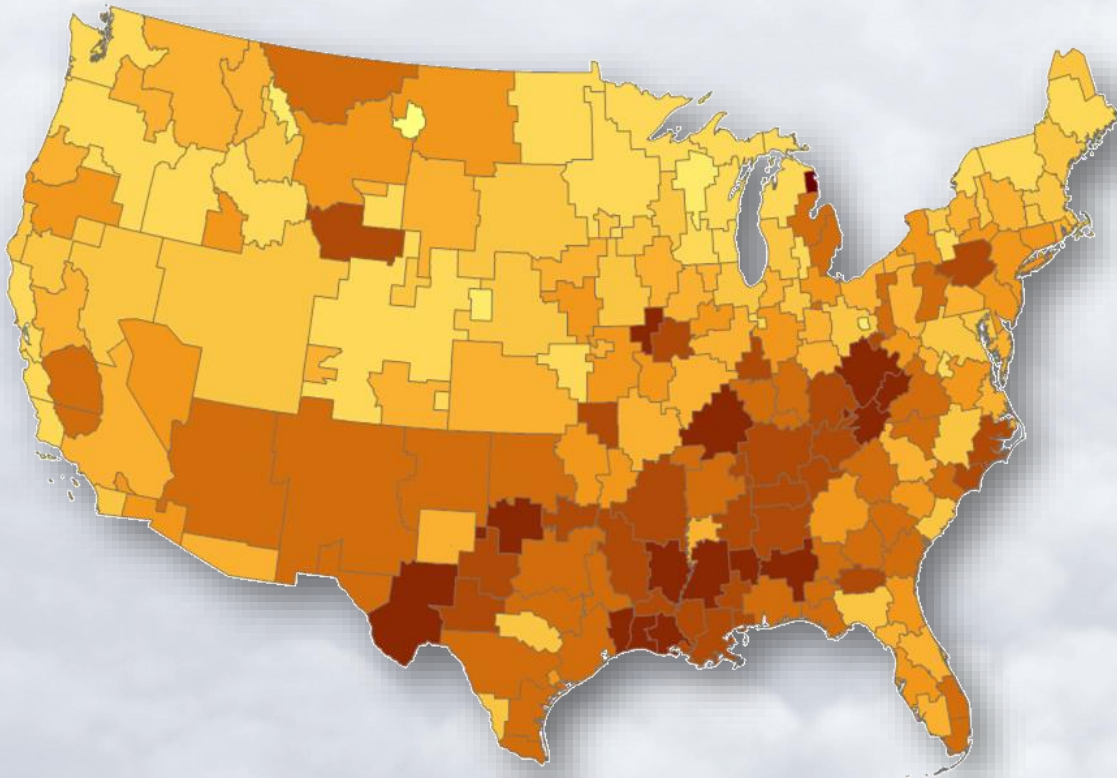


Source: Fake statistic. Both show the same but colored picture

Prevalence of Google searches for

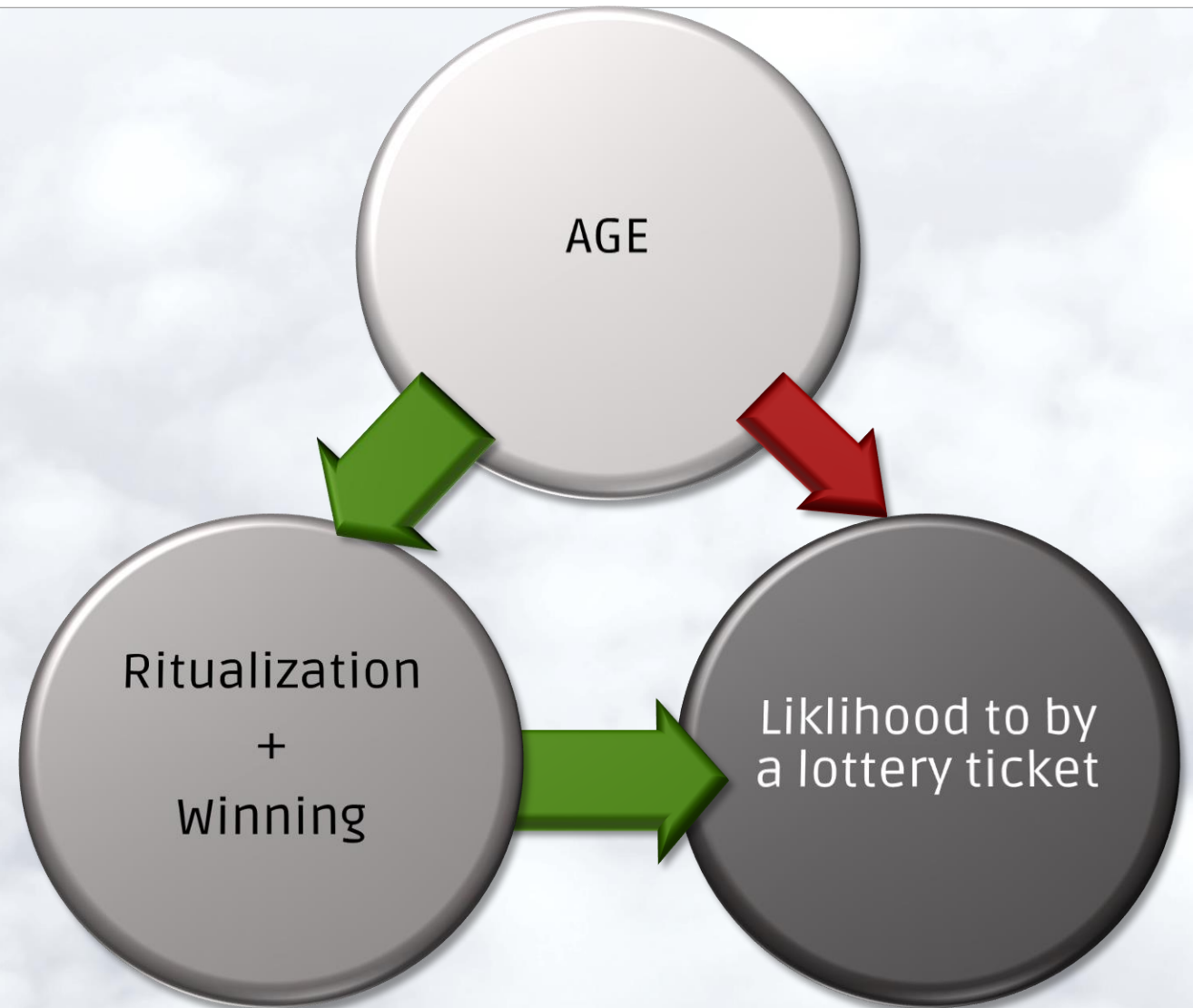
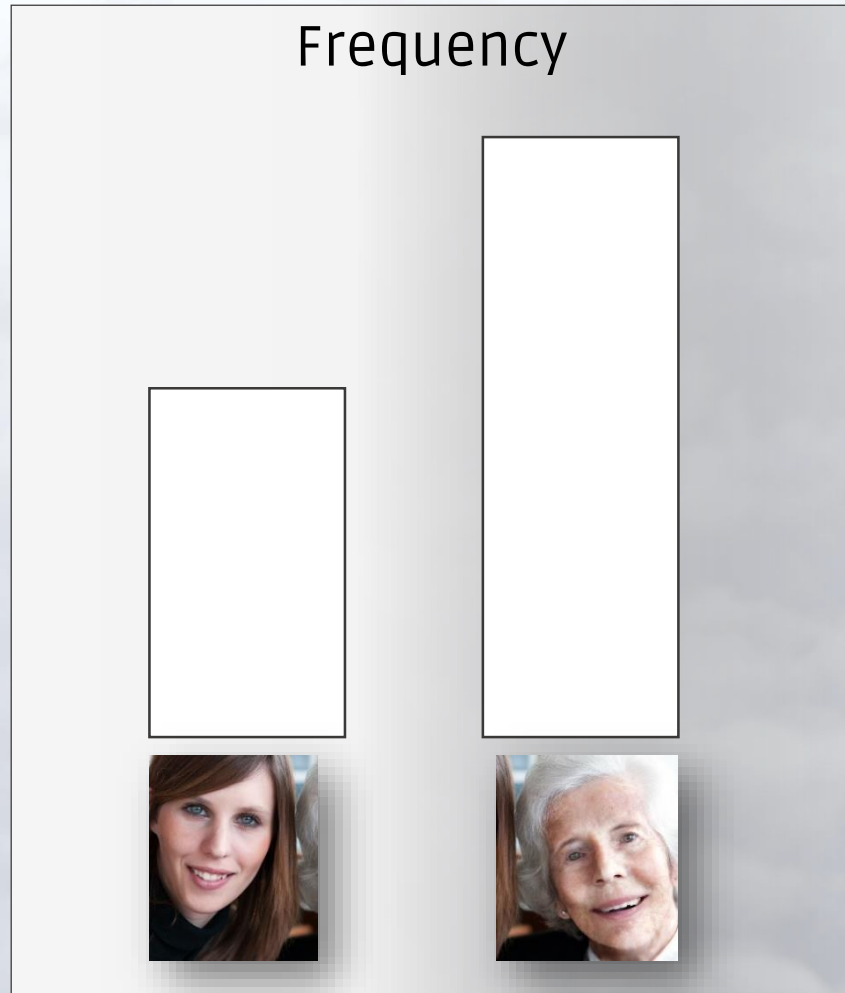
erectile dysfunction, hair loss, how to get girls, penis enlargement, penis size, steroids, testosterone, and Viagra

2016 Trump Voters



Source: Washington Post, Nov 29, 2018

Fact-base Management

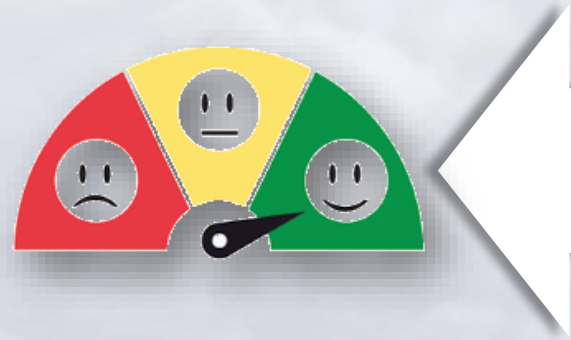


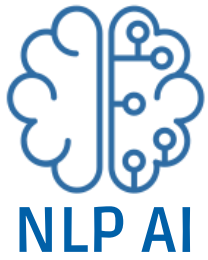
/SUCCESS DRIVERS.

BEISPIEL guter vs. schlechte KI

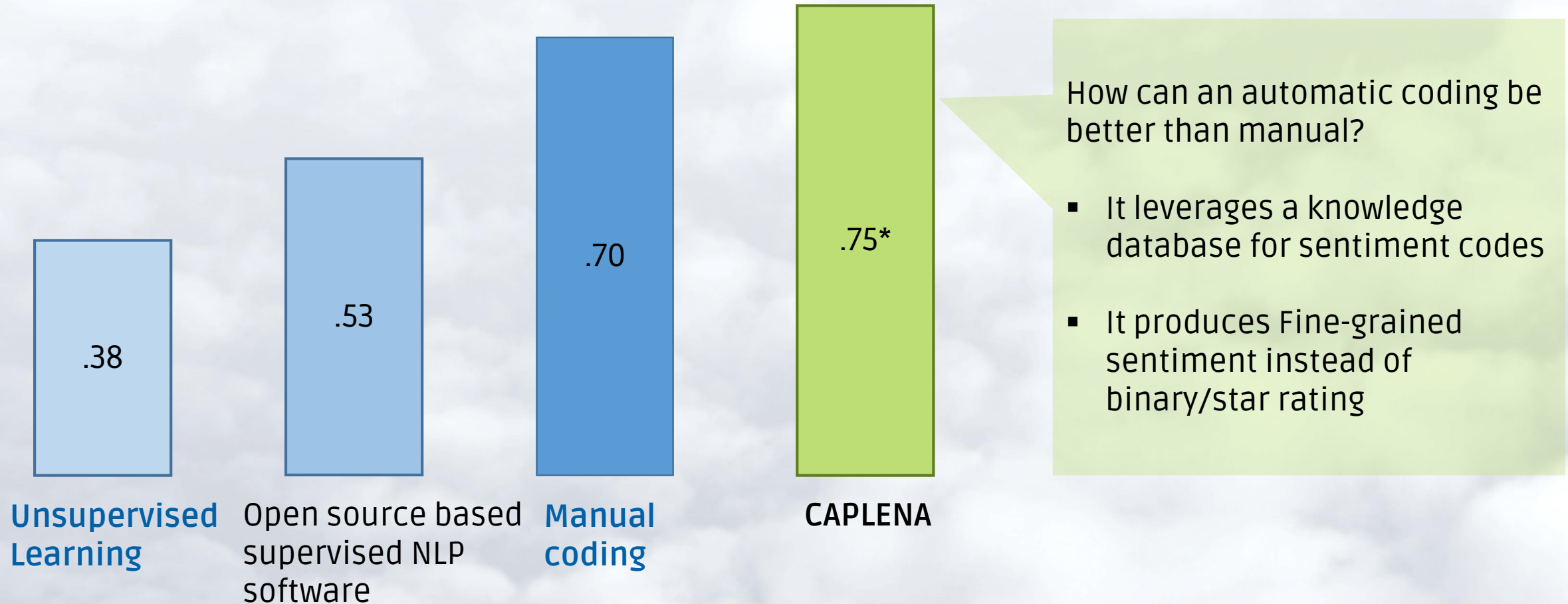
CX.AI

The approach of





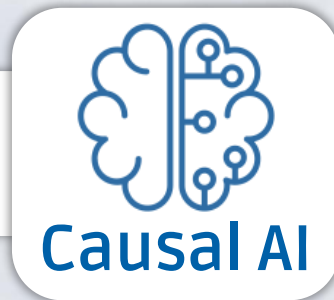
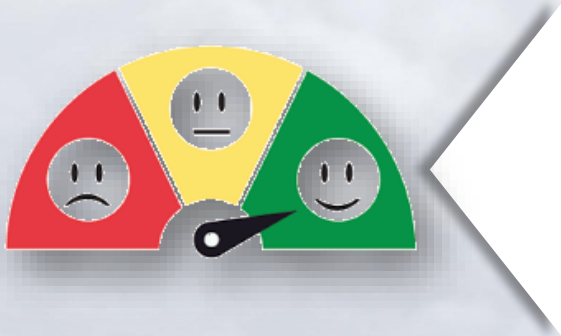
Can a Machine Automatically Code Like a Human?



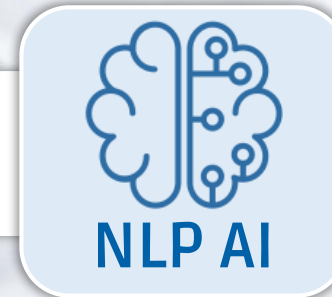
* Cross Validated Prediction Power: Actual performance will vary from project to project and language to language. It will not always be higher than manual coding.

The Idea of *CX.AI*

Likelihood to recommend



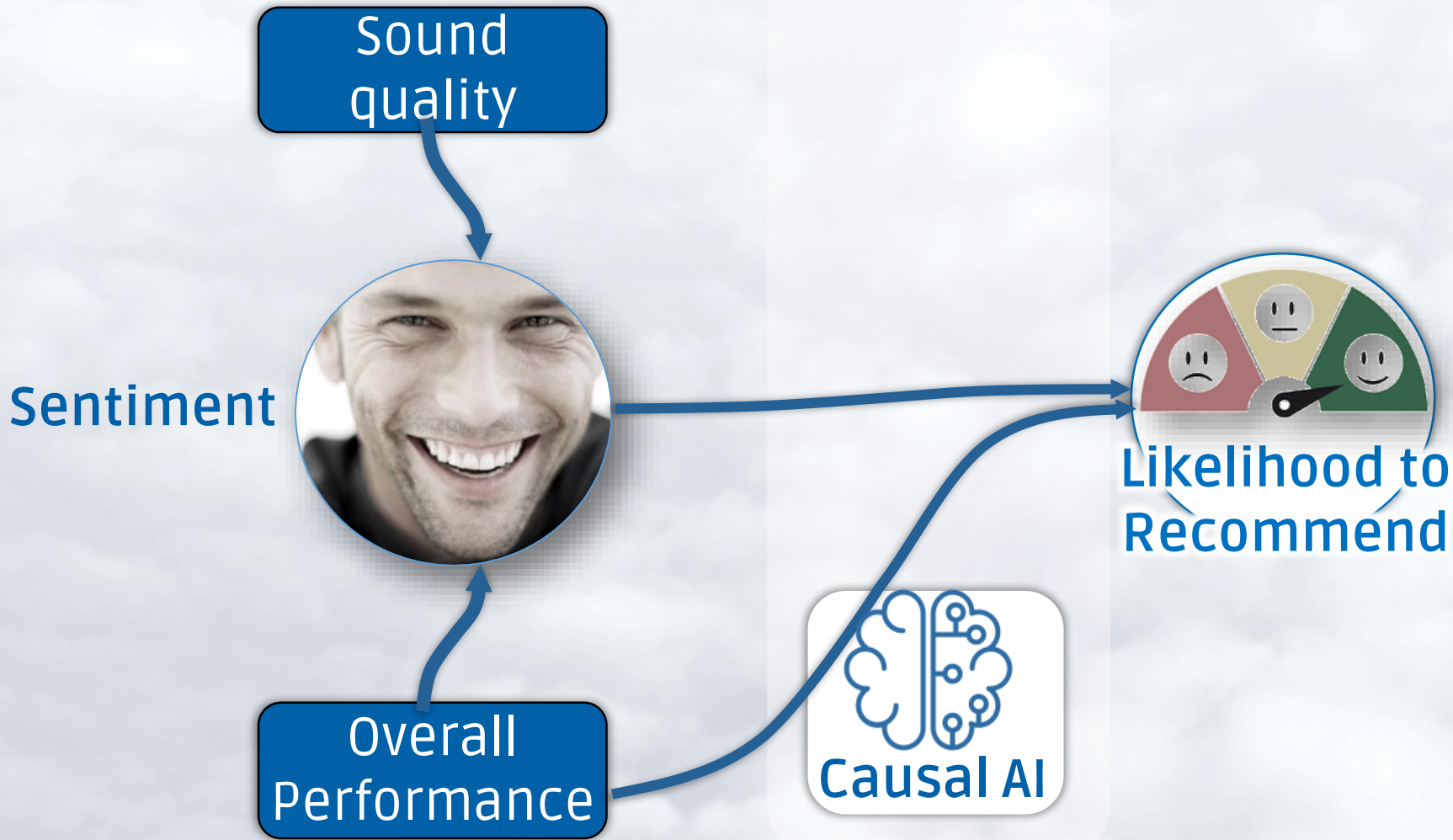
Content categories



Unstructured text



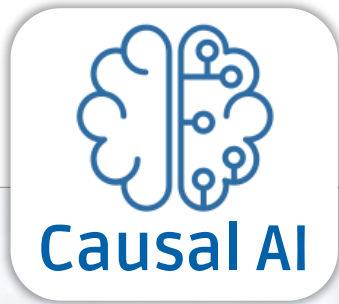
How Causal-AI Works: **EXAMPLE**



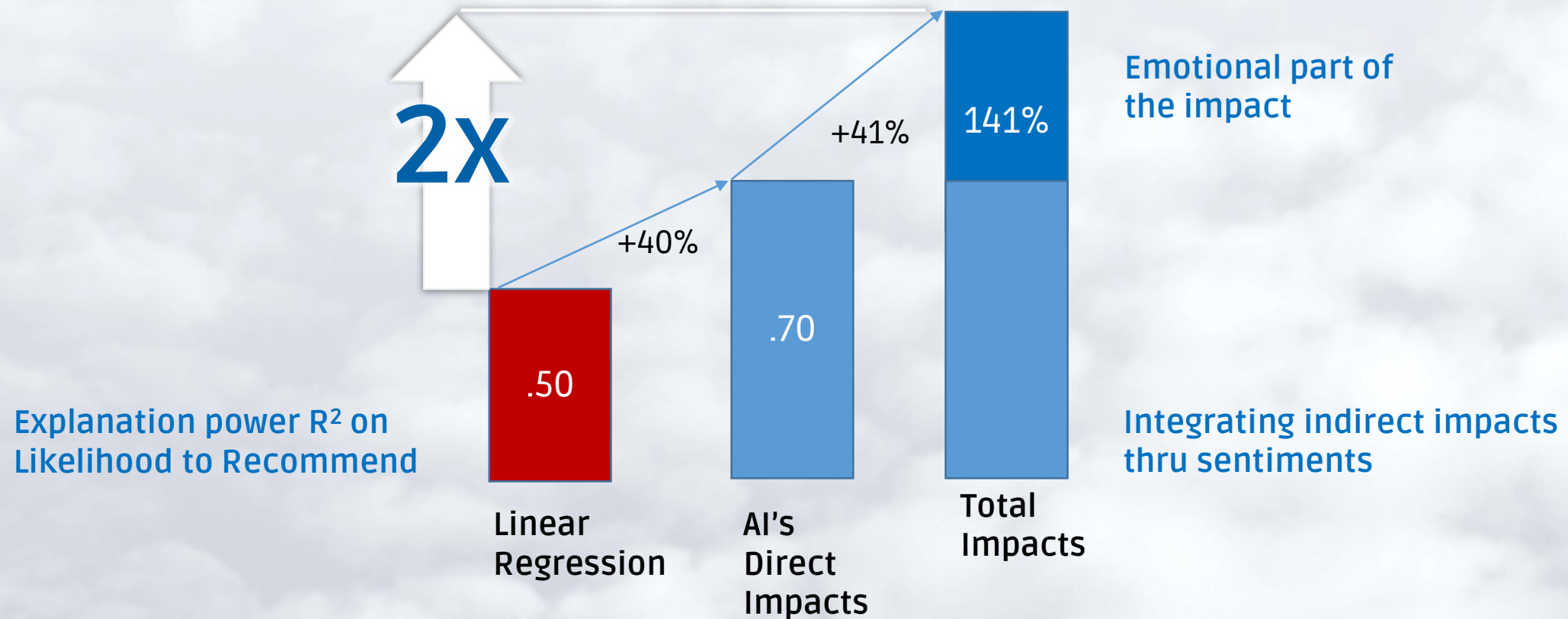
**1. Prevents
spurious
correlations**

**2. Self-learns
unexpected
nonlinearities
and interactions**

**3. Considers
Indirect causal
effects**



AI Explains By Factor 2 Better Why Customers Are Loyal

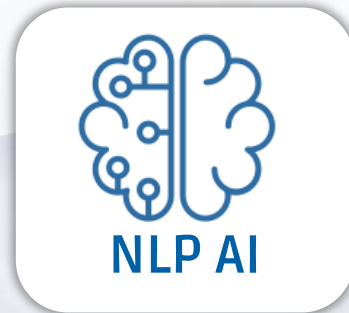


CX.AI

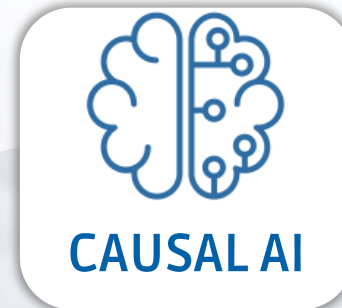
4X bessere Insights durch KI



CX rating +
text feedback



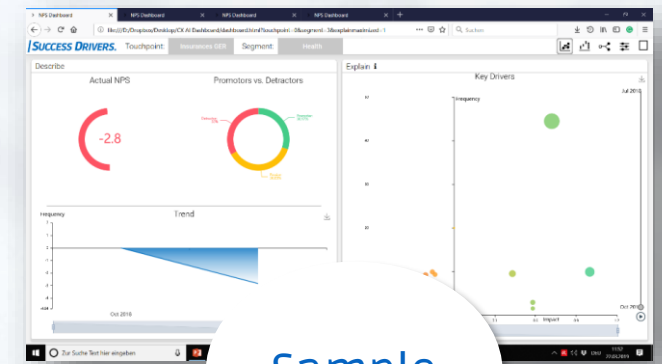
Double precision
to text analytics



Double explanation
power to KDA



Easy + simple,
Prescriptive + Predictive



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| *SUCCESS DRIVERS.*



[linkedin.com/in/FrankBuckler](https://www.linkedin.com/in/FrankBuckler)



Buckler@Success-Drivers.com