

# uPredict™

Decisioning Solutions' predictive analytics turn organization's internal and/or external customer data into accurate measures of probability such as:

- Pre-screening
- Credit and acquisition
- Claims default
- Fraud
- Behavioural
- Cross-sell
- Revenue
- Attrition
- Profitability
- Debt recovery
- Policy renewal

Our experience and proficiency working with sophisticated model development, coupled with experienced outsource partners, results in industry-leading predictive models.

One of the principal problems organizations face in using predictive models is where to host and how to maintain them, not to mention costs, timing and organization dependencies (from IT to Finance). Decisioning Solutions has completely removed these restrictive barriers by enabling business users of Decision Suite™ solutions to configure unlimited predictive models into their decision strategies, as well as analyze them for validations and predictive powers with uAnalyze™.

## Custom Models

Decisioning Solutions offers empirically-derived custom models based on your organization's internal and external data tailored specifically to your offerings and customer profiles. Using techniques and methodologies from logistic regression to neural networks we can develop predictive models for all industries and all touch point targets.

Augmenting your automated decisioning with predictive models can improve your predictive target from 5-25%. In the majority of cases, predictive models are less costly and more efficient and effective than third party data supplier generic scores.

## Pooled/Generic Predictive Models

Decisioning Solutions has access to a variety of predictive models that were generated from industry-pooled data that reflect your specific industry and product/service offering.

Pooled and generic models are perfect for organizations that do not have enough saved data due to smaller volumes, carry a common product or service, or who operate in a specified industry.

**uPredict™ - Turning data into knowledge through industry-leading predictive models.**

For further information, please contact Decisioning Solutions at [Info@decisioningsolutions.com](mailto:Info@decisioningsolutions.com)

