

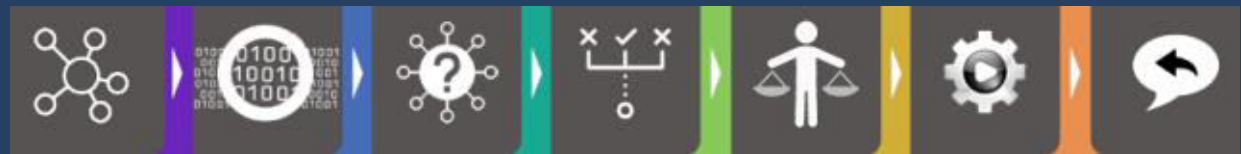
The logo consists of a solid green square. Inside the square, the text 'p5' is written in a white, lowercase, sans-serif font. The 'p' is slightly larger and more prominent than the '5'.

p5

# Customer State Machine

A single system for businesses that can solve every data problem

Based on the concept of the Turing Machine, the Plumb5 Platform is designed to help businesses seamlessly automate processes. The customer state machine is designed to automate customer centric processes and interactions, which is the biggest challenge for anyone who is looking to provide a great customer experience



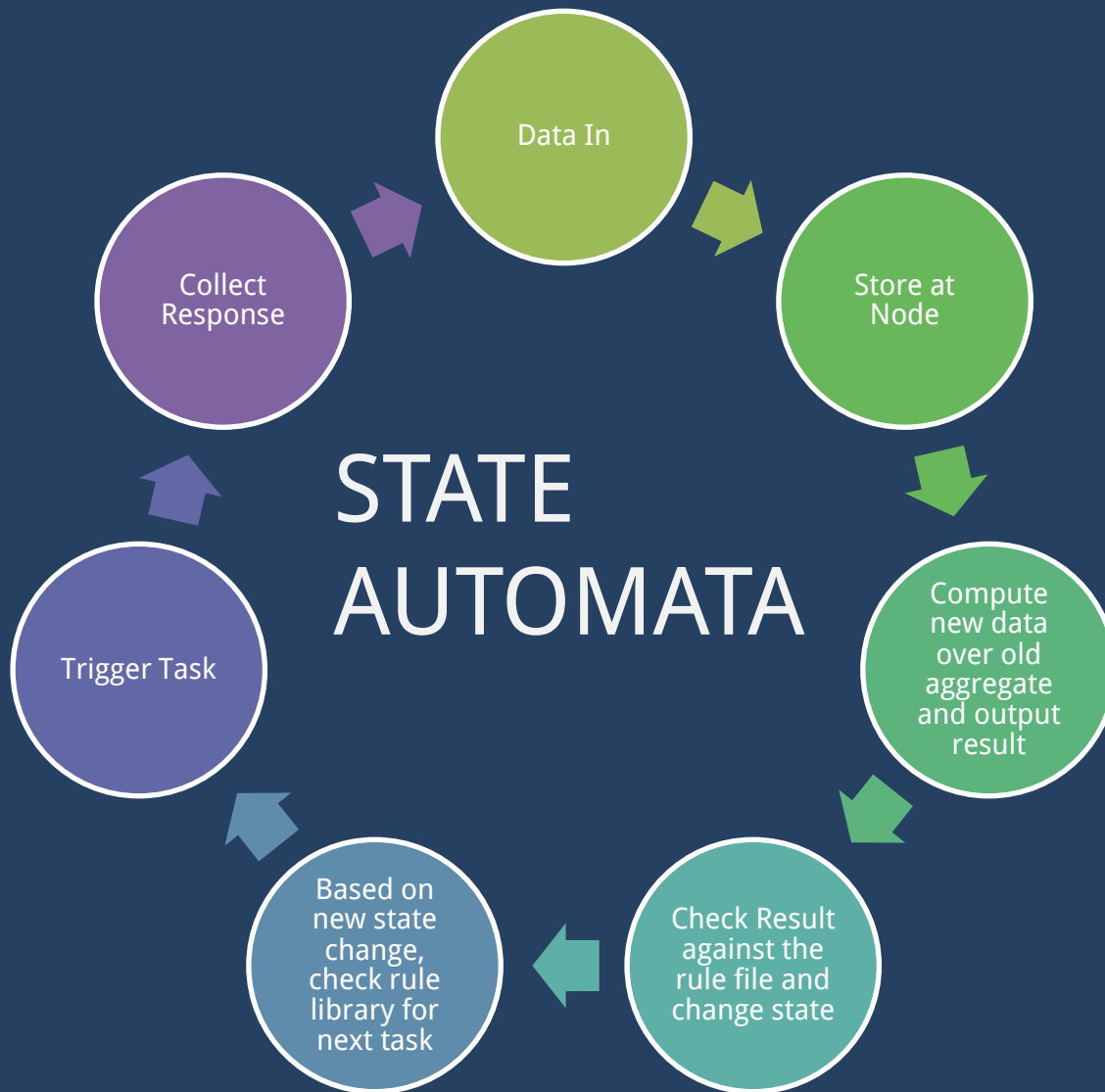
The Plumb5 model uses the 7 step loop-back mechanism for automation with focus on data structure > pattern > machine learning > intelligence > decisions > actions > response

## Why is it important for a business to have a Customer State Machine?

# A customer state machine allows the business to automate complex processes like real-time personalization, conversion engagement and support interaction.

# The ability to create contextual experiences with every single customer across touch-points, enables businesses to address customer queries in real-time. Since this is machine-driven, businesses can save a lot of time and money to achieve revenues.

# PLUMB5 REAL-TIME AUTOMATION



The two major problems we solve,  
to make Real-Time Automation possible.

# Bi-directional Data Flow

# Unified Data Architecture

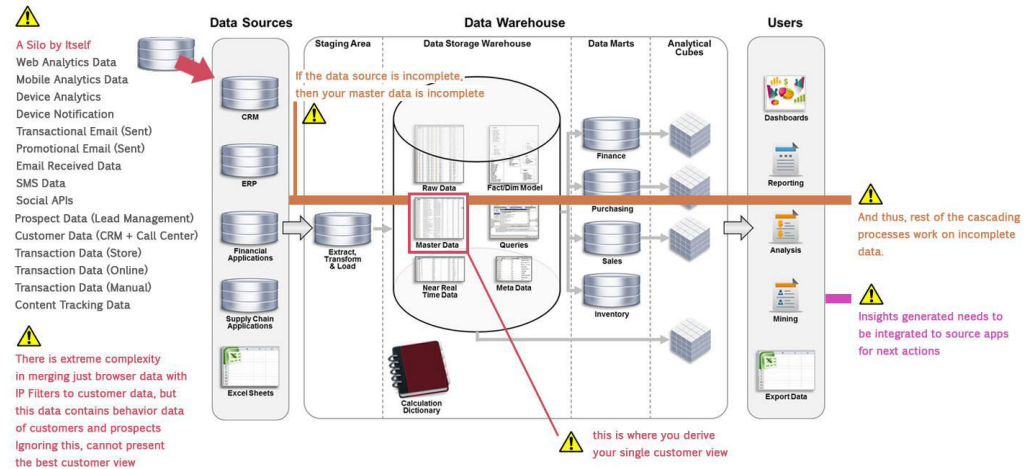
# Bi-directional data flow

In order to enable seamless real-time automation, you need to design for bidirectional data flow.

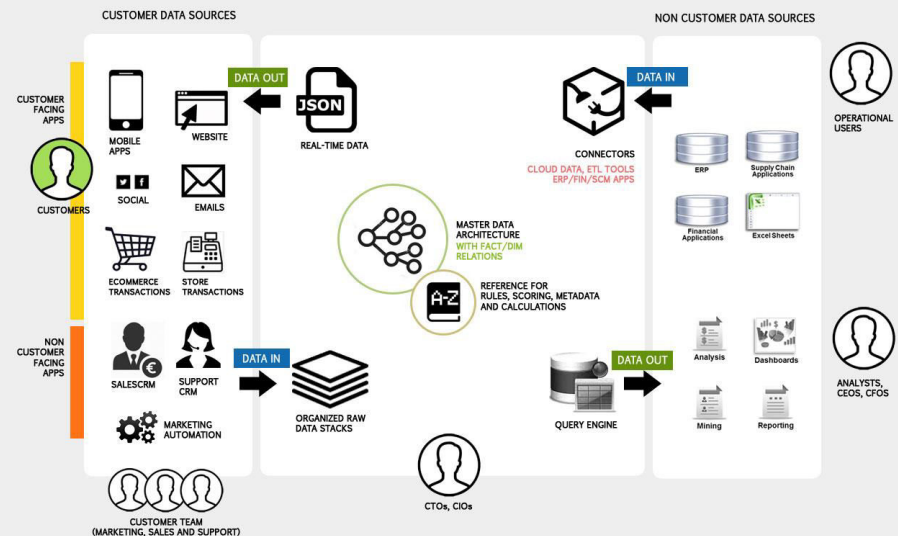
As current systems are unidirectional, they hinder automation.

This comparison shows how the optimized flow in Plumb5 can enable real-time automation.

## CURRENT



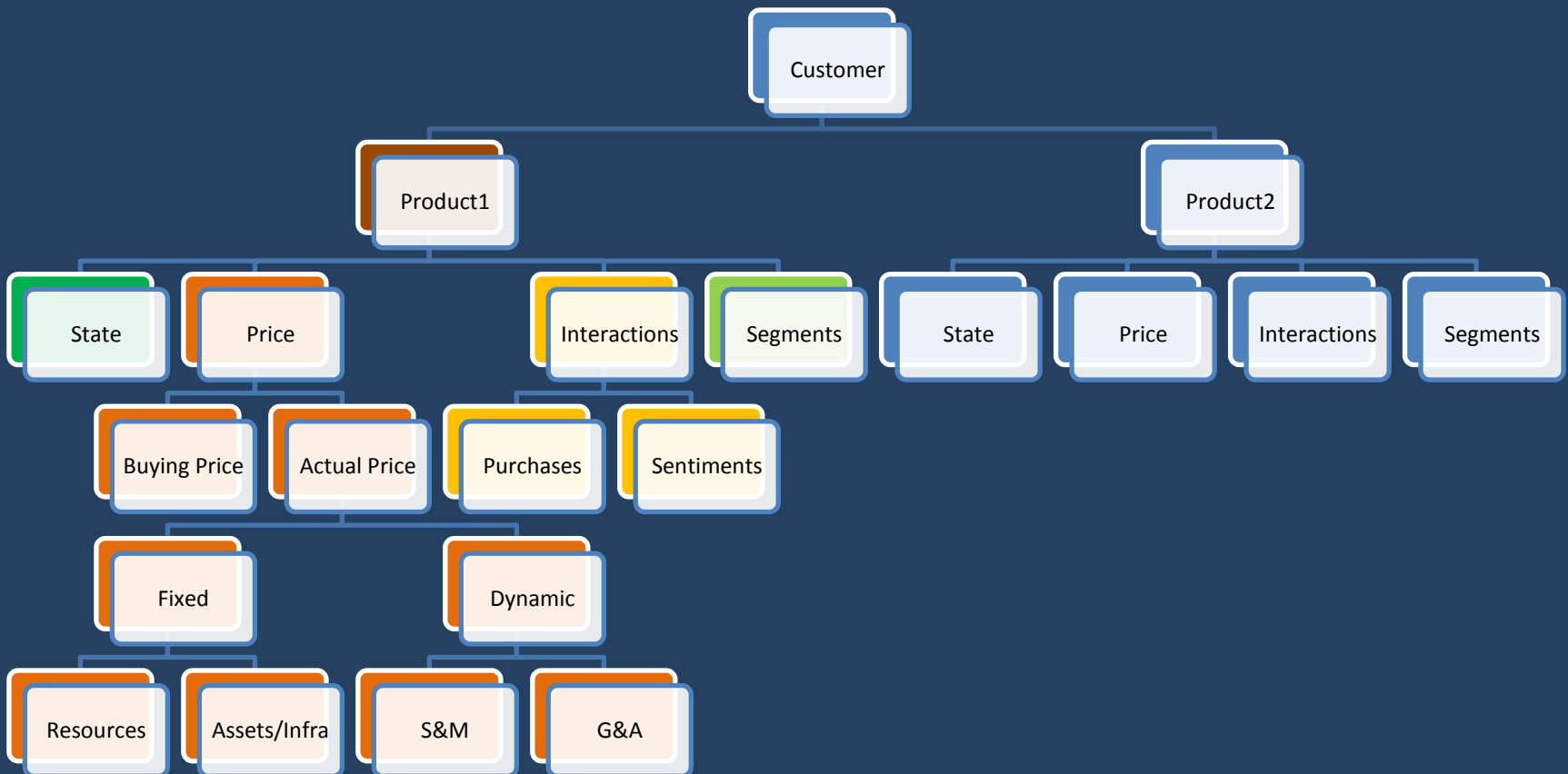
## OPTIMIZED



# Unified Architecture

In order to get real-time automation right, it is important to have a unified architecture with relationships built across every data attribute. Unstructured data in silos makes it almost impossible to create real-time automation.

## SAMPLE RELATIONSHIP MAP



## The right platform for Machine Learning and to deliver Intelligence in Real-Time

# Holistic data derived from unified data architecture is important for learning sets. Without this, learning would be inaccurate.

# Relationship between data attributes allows for quick detection of patterns.

# Scores attached to individual nodes allow for real-time computation for decision making by machines.



p5

# Screen Walkthrough

Plumb5 demonstrates how an enterprise can easily manage their data and configure business automation with less IT support.



## My Dashboard

Load preset views based on data permission



### CUSTOMER LIFECYCLE GRID

Get audience distribution and behavior based grid movement



### Recent Insights

- 15% increase in intent among prospects attributed to LinkedIn campaign
- 7% increase in Product Z sales attributed to offer campaign
- 26% decrease in partner sales attributed to unavailable stock
- 31% increase in traffic on brand LP attributed to TV ads

Bot Assistance



## Structure your data for real-time synthesis

## Manage

## Information Architecture

## Data Sources

## Connectors

Field Repository

### Schema

Create schema

Editor

## Sample Editor

Create a complete relationship map by tagging

 There are 47 fields untagged



## Bot Assistance





Insights

Discovery like never before. Get Insights across any combinational data parameters

Manual  
Builder

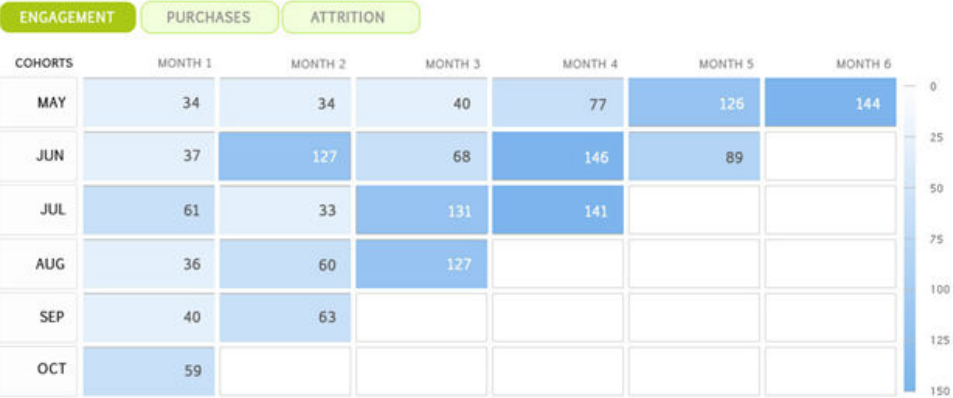


Report Builder

Charts Data

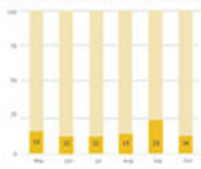
SAVE

CUSTOMER COHORT PERFORMANCE



CUSTOMER SUPPORT

TOTAL CUSTOMER CALLS / TOTAL PURCHASES

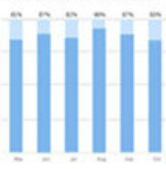


SATISFACTION RATE



RESOLUTION

TOTAL CALLS / TOTAL RESOLVED

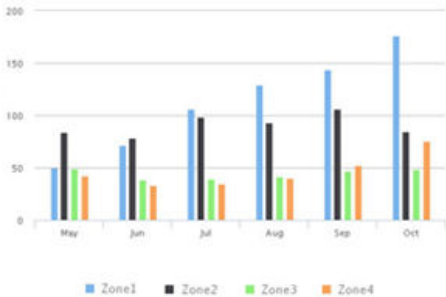


ENGAGEMENT RATE



BY GEOGRAPHY

CUSTOMERS BY ZONE



Fetch Insights  
Bot Service

- I would like to see a cohort report for the past six months
- Sure. Loading on the left panel
- Can you group them by engagement?
- Sure, Refreshing the left panel. Click on the earlier query to load back the option
- What insights can you find from these customers
- The trend shows that there is an average increase in every fourth month for most cohorts



Saved Reports

- Customers with high intent
- Customers with active tickets
- Facebook Campaign Results
- Quarterly Marketing ROI



Dashboard

Data

Insights


Tasks

**Analytics**

Automation

Notification

Settings



**Analytics**  
Analyze any dimensions and trigger machine learning

Select Data Set

Q

Customer Segment 1

Customer segment 2

Customer Segment 3

Zonal Segment 1

Zonal Segment 2

Product Category Set

Category Analysis 1

For Recommendation

Prospect Segment 1

Feedback Analysis

What do you want to do?

Weka

Preprocess

**Classify**

Cluster

Associate

Select Attributes

Patterns

Objects

Classify

Choose

InputMappedClassifier

Select Test Options

Select Nom

Percentage Split

79%

Classifier Output

Root mean squared error0.2847

Relative absolute error100%

Root relative squared error100%

Coverage of cases (0.95 level)100%

Mean rel. region size (0.95 level)100%

Total Number of Instances4

=== Detailed Accuracy By Class ===

	TP Rate	FP Rate	Precision	Recall	F-Measure	MCC
	1.000	1.000	0.750	1.000	0.857	0.000
	0.000	0.000	0.000	0.000	0.000	0.000
	0.000	0.000	0.000	0.000	0.000	0.000
	0.000	0.000	0.000	0.000	0.000	0.000
	0.000	0.000	0.000	0.000	0.000	0.000
	0.000	0.000	0.000	0.000	0.000	0.000
Weighted Avg.	0.750	0.750	0.563	0.750	0.643	0.000

=== Confusion Matrix ===

a b c d e f <-- classified as


3 0 0 0 0 0 | a = nirmal@decisive.in

0 0 0 0 0 0 | b = mobin@decisive.in

1 0 0 0 0 0 | c = sukanta@decisive.in

WEKA

Bot Assistance







## Workflow Editor &gt; Edit Lead Conversion




- Activity: SimpleProcess
  - (Reference) Application: G
  - (Reference) Application: In
  - (Reference) Data: Browser
  - (Reference) Data: Decision
  - (Reference) Role: TestRole
  - Action: Make decision
  - Action: Show browser
  - Decision Node:
  - Final Node:
  - Initial Node:
  - Merge Node:
  - Subprocess Call: Subproces
- Activity: Subprocess
  - Package: Applications
  - Package: Data
  - Package: Roles

- + Audience
  - + Visitor
  - + Prospect
  - + Customer
  - + Custom Segment
- + Behavior
- + Responses
- + Profile









Settings

Manage Permissions, Security, Account Synchronization

What do you want to do?

Authentication Setup

Account Permissions

Account Synchronization

Organization Hierarchy

Function Map

Collaboration

Applications

Developer Access

OS Tickets

Feedback

Set Account Permissions

Search Users/User Groups

Select your task

I want to create a new user group

I want to add/delete user details

I want to set permissions to a user group

I want to set permission to a user

View All Users

View All User Groups

Permission Definitions

Create a New User Group

Name :

Your Full Name

Description :

Your Message to Us

Org Node

Marketing

ADD GROUP

# Inbuilt Features of Plumb5

Designed to deliver real-time decision automation



**Real-time Propensity Scoring**



**Real-time Recommendations**



**Probabilistic Attribution Model**



**Unified Data Stack**

with zero redundancy



**Single Customer View**



**Real-time Automation**

Finite Automation



**Path Detection**

using pattern recognition



**Text Analytics**

(Proprietary model with stance shift and depth of sentiment)



**Conversational Framework**

(compat with Eliza Bot Framework, AIML)



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