



PREDICTION

B PREDICTION

Forecast customer behaviours and patterns with Bennu Prediction.

Get early indications on how decisions might impact your business and minimise attrition by proactively anticipating customer drop-off.

- Use prediction models to analyse churn and drop-off.
- Run auto-segmentation based on your customers' historical behaviour.
- View indicative results of marketing campaigns with predictive analysis before publishing to your customers.
- Prediction can be combined with other Bennu products or integrated with your existing systems.

KEY FEATURES

- Predictive churn and drop-off models based on machine learning
- Configurable segmentation and customer grouping options
- Extensive dataset support with the ability to ingest custom datasets
- Identify similar customers to directly target with marketing campaigns or selected offers
- Integration with other Bennu tools to automate customer marketing lifecycles

WANT TO LEARN MORE?

Let's talk: hello@bennutechnologies.com