



## ARTIFICIAL INTELLIGENCE CUSTOMER SEGMENTATION

### **Help businesses narrow the pool and reach the people that they want to be talking to**

To optimize the costs of customer service and increase the level of its satisfaction, companies use customer segmentation algorithms, differentiating relationship management depending on the segment. We create segmentation using machine learning algorithms "without a teacher" to select natural segments or use algorithms "with a teacher" to optimize segmentation for a given KPI (e.g. cross-selling value or customer satisfaction level)

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