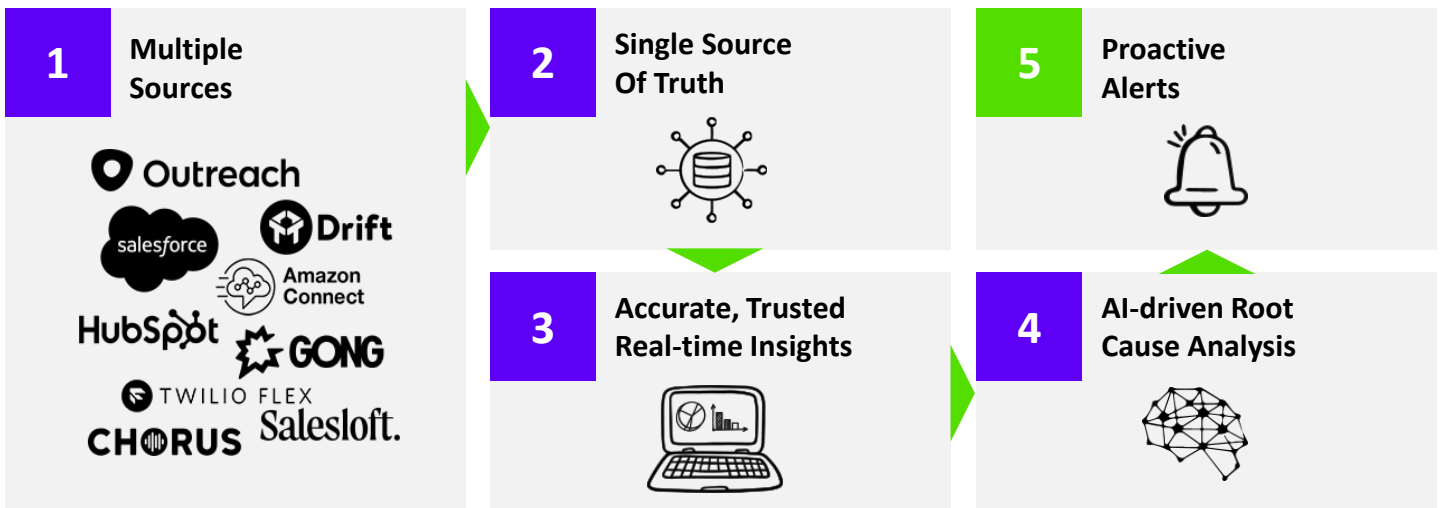


# Perch Insights Drives Profitability

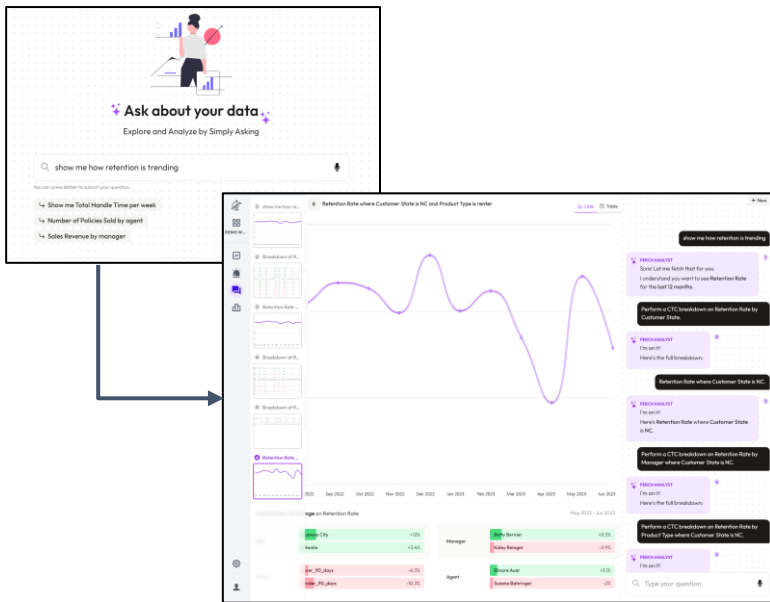
Use AI to spot trends, see underlying causes, and take action with Perch Insights. No other Customer Experience (CX) business intelligence SaaS application provides actionable insights like Perch to increase lifetime customer value and reduce customer acquisition costs.

By automating the arduous process of aggregating and contextualizing CX (customer experience) data from disparate sources into a single source of truth, Perch offers the best way for CX leaders and their colleagues across the enterprise to see the forest through the trees and take action to extract more value and reduce costs. What's more, Perch AI Co-pilot is a conversational interface that finally delivers on the promise of self-serve analytics for business users. It is powered by the latest GPT/LLM models and directly integrated with the Perch Data Platform and Analytics Engine.

With Perch, you can quickly answer your questions to understand what's going on, why it's happening, and what action to take. Perch empowers Customer Experience (CX) leaders with data-driven insights to work proactively, leading to progressively better business decisions.



## AI-Driven Co-pilot for Self-Serve Analytics on Customer Retention:



### Example Analysis:

1. Ask the AI Co-pilot what is happening: "Show me how retention is trending."
1. Receive answers and suggested next steps: Visualize the metric over time with Contribution to Change (CTC) analyses by key dimensions to get to the root cause.
2. Generate actionable insight: The renter's product type in North Carolina is a pain point for retention

## Actionable insights produce continuous performance improvements:

### Cutting-edge telecom company

Selling an additional service to existing subscribers at

**25%**  
higher rate

### Leading e-commerce player

Enrolling

**15-20%**

### Top 3 wireless network operator

Retaining subscribers at a

**5%**

Higher rate and a

**12pt**

Higher NPS score.

Top performer for acquiring new subscribers through online chat

### Fast growth fintech company

**20%**

increase in agent productivity

**25%**

increase in customer retention through faster issue resolution.

**10x**

Increase in use of Conversational AI

### Ready to learn more?

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