CGI Pulse Decision Engine

CGI

Customer expectations are skyrocketing as the pace of innovation and digitization accelerates. In a competitive digital marketplace, companies are looking to artificial intelligence (AI) and machine learning (ML) to achieve the digital engagement that customers now expect.

CGI Pulse Decision Engine

Companies are looking for ways to hyper-personalize products and tasks to achieve optimal results, profile audiences for risk assessment and segmentation, and leverage digital channels for communication. CGI Pulse Decision Engine, part of our CGI Pulse intelligent platform, connects the dots in your data for intelligent journey orchestration and delivers an AI- and ML-driven approach for decision-marking that digitizes and enhances the customer experience, driving the next best-action. CGI Pulse Decision Engine helps organizations realize the future of intelligent customer engagement and improve decision processes from end to end.

Key functions

Customized ML-based predictions

CGI Pulse Decision Engine delivers models to predict customer behavior and enable data-driven decisions. By creating tailored customer journeys, companies can increase revenue generation and improve the customer experience.

Conversational AI

By automating agent conversations for common scenarios, conversational AI provides human-like conversations that scale an organization's ability to engage in real-time with its customers. CGI

Accelerate customer value with CGI Pulse Decision Engine

- Our domain expertise delivers AI/ML models that outperform off-the-shelf AI/ML solutions.
- CGI Pulse Decision Engine integrates with any robotic process automation tool through APIs, enabling you to enhance your orchestration infrastructure rather than start from scratch.
- CGI Pulse Decision Engine was built based on real-life projects with clients across finance, health care, telecom, and energy.
- From training to deployment, we offer an end-to-end operational platform for AI/ML model development.

Pulse Decision Engine enables an omni-channel, bi-directional customer experience and dynamic workflows through conversational AI.

Dynamic rule learner

Using a dynamic rule learner, CGI Pulse Decision Engine optimizes decision trees automatically by using historical data to drive predictions. Business rules are simplified and improved.

Unsupervised AI

CGI Pulse Decision Engine leverages unsupervised AI to capture key metrics and mine mountains of data. By identifying micro-segments and patterns, unsupervised AI delivers insights to drive change quickly.

Key benefits

Increase revenue and improve the customer experience

CGI Pulse Decision Engine empowers organizations to increase their revenue and improve their customer experience scores by 20-30 percent based on industry achieved results.

Deliver more to customers with AI

Conversational AI elevates the customer experience by enabling organizations to provide more specialized services and address more complex problems. Automating the customer experience channel gives customers timely answers to their most common challenges.

Know when and where to act

CGI Pulse Decision Engine predicts the best channel and time to communicate with customers for a variety of industry use cases, such as collections. Customer engagement is increased with these proven models.

Why work with CGI?

Our deep domain knowledge and technology engineering skills deliver AI models that significantly outperform off-the-shelf AI/ML solutions. We built CGI Pulse Decision Engine based on real-life projects with clients across the finance, healthcare, telecom and energy sectors. We can integrate the solution with any robotic process automation tool through APIs, enabling organizations to enhance their orchestration infrastructure rather than starting from scratch. Our 25+ AI models span a wide array of use cases, including document and image classification, information extraction, sentiment analysis, invoice automation, and more.

About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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