



about seacrest technology

Who We Are: A Systems Integrator

The next ICT revolution isn't about raw technology, products, or services. It's about how people create **technology solutions**, **build upon them**, and use the **information to drive decisions**.

We aim to solve real-world problems and add value.

Our partner engagement teams work **directly with customers** to establish and implement the **best solutions** they need in Technology, Engineering, and Mobility Solutions.

Our clients range from **small businesses** to **enterprises** and **governments** around the globe.



The Team

A combination of qualified and certified experience, with years of combined practice in **technology, software, big data, electronics,** and **field installation** logistics.

Management consists of **highly trained** and **motivated** individuals, with each member of management spending a considerable amount of time working with the field crew and the client on-site, ensuring continuity and communication between different levels of the organization and our customers

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Project Capability

Seacrest Technology has invested in a **large resource base and partnerships** that is always available to ensure all projects have available manpower and equipment in order to meet the most demanding completion deadlines and budgets.

We are proud to offer our services throughout **Africa**, deploying our resources where they are needed to get the job done.





OUR SOLUTIONS

1. **Data Analytics:** Data and text mining solution, offering tools for predictive modeling and knowledge discovery on large volumes of structured data and text
2. **Conversation Analytics:** Through advanced AI and NLP, we bridge the gap between audio sources & enterprise analytics; capture audio > transform > actionable insights
3. **Business Process Automation:** Input-to-Outcome automation through Intelligent Document Processing and Software Defined Management
4. **Customer Experience (CX):** A suite of cloud services for enterprise grade communications, collaboration and contact center management.
5. **Process Mining:** Discovering, monitoring, and improving business processes by extracting knowledge from event logs readily available in today's information systems.

1. DATA ANALYTICS

- Powerful start-to-finish **analytical tools**
- **Predictive Modelling & Knowledge Discovery** tools for business and enterprise users
- Easy-to-understand actionable results enabling **customers** worldwide to make **informed data-driven decisions**.
- A brief look at our Data Analytics solution

2. CONVERSATION ANALYTICS

Bridging the gap between audio sources & enterprise analytics:
capture audio > convert > actionable insights

A conversation is more than just words': its a human connection.
Within every connection is a complex and **invaluable set of data** which, when unlocked, can unleash a wealth of **insights** about your customers and employees, your product and services

As leaders in implementation of **conversation analytics** space, we've created a solution that makes unlocking this data possible. Whether you want to improve customer service, drive compliance, or maximize your sales and marketing efforts, our voice data solutions allow you to translate every single conversation into clarity and understanding

[See Conversation Analytics product overview](#)





3. BUSINESS PROCESS AUTOMATION

Enterprises spend Millions on Manual Data Entry (Account servicing, Customer onboarding, Claims processing, Insurance applications, Mailroom processing)

Document processing is Challenging & Complex (Handwriting and machine print, low resolution, skews, distortions, upside down, sensitive client data, millions of pages)

Intelligent Document Processing: Input-to-outcome platform for the automation of document-based workflows. Built configurable from the ground up, our Intelligent Document Processing solution can mold to your existing business processes today and help you optimize them for your future business needs of tomorrow.

Software Defined Management: Our solution has imagined a future where enterprises build, run and manage business processes like software. By incorporating software development best practices, business processes will become measurable, scalable and automated by humans and ML working in tandem.

See Intelligent Document Processing product overview



4. CUSTOMER INTERACTION TECHNOLOGY

Seacrest Technology offers a suite of cloud services for enterprise grade communications, collaboration and contact center management.

Let your customers connect with you: As the foundation of great customer experience, a single service for designing, deploying and managing real-time customer interactions across all touchpoints. **Voice, email, web, video, SMS, chat** and **mobile** are funneled through one platform and handled in a consistent manner according to enterprise defined interaction strategies and goals

Reach new customers: Communicate faster and smarter with your potential customers through a range of interactive outbound and inbound dialers.

Delivering greater agent productivity and flexible call Centre management, cloud communications solutions are feature-rich, cost effective and easy to use – not to mention optimized to integrate with your existing systems.

See How PureCloud makes Customer Relationships Simple

5. PROCESS MINING

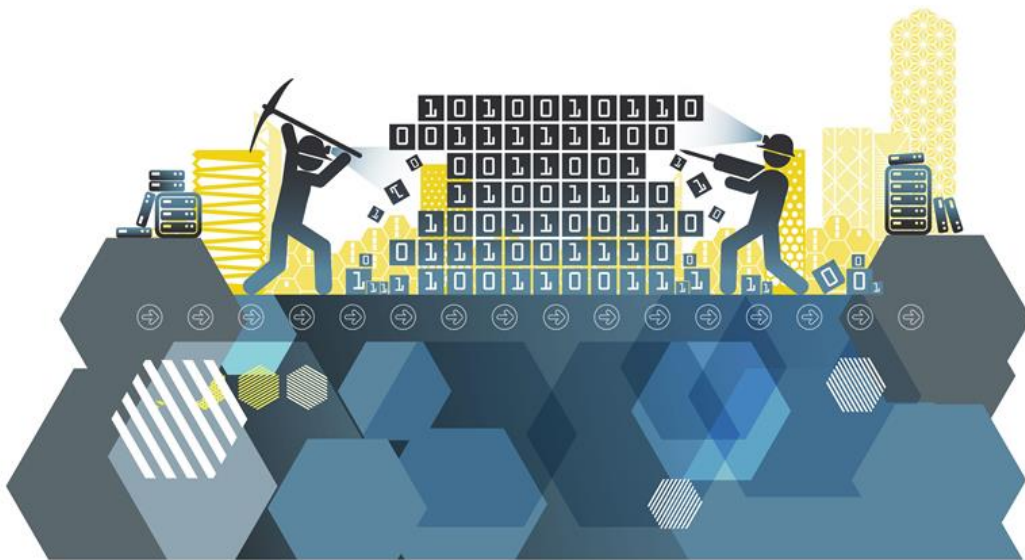
Process mining solutions for discovering, monitoring, and improving real processes by extracting knowledge from event logs readily available in today's information systems.

Process mining offers objective, fact-based insights, derived from actual event logs, that help you audit, analyze, and improve your existing business processes by answering both **compliance-related** and **performance-related questions**.

Common business processes include; **purchase to pay (P2P)**, **order to cash (O2C)** and **customer service**.

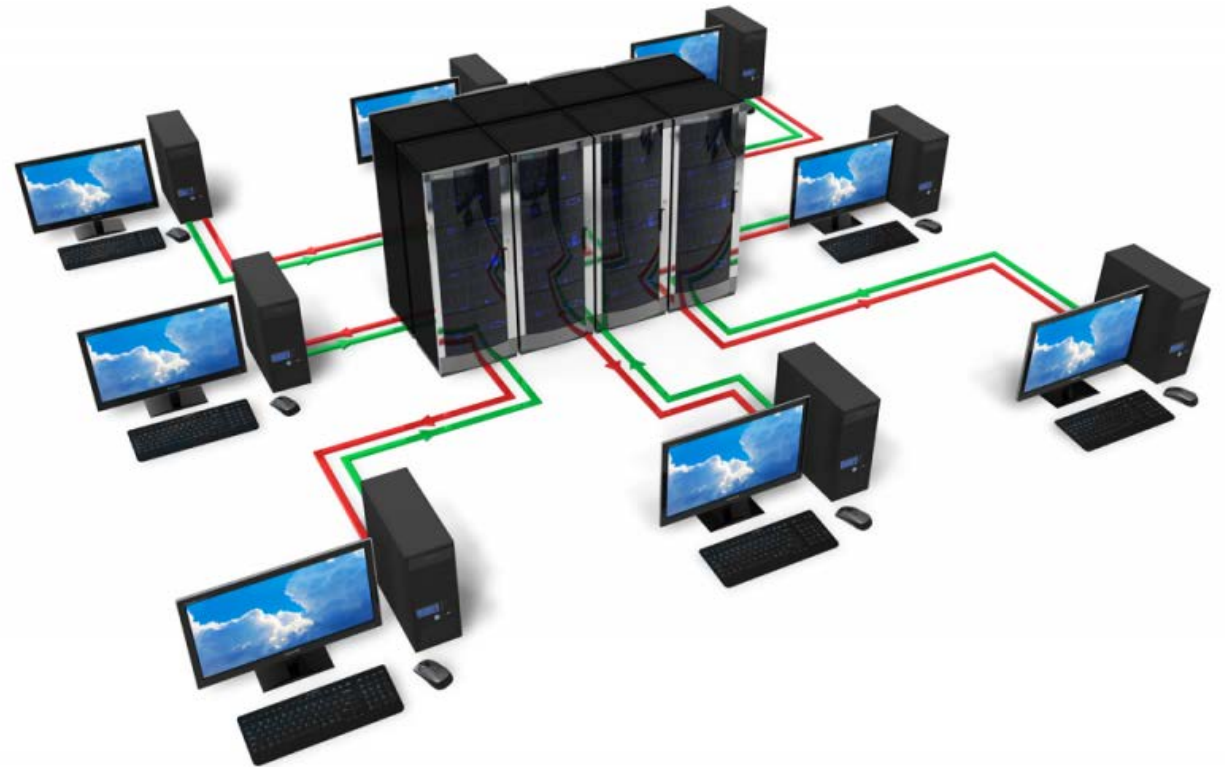
These processes are the backbone of any business, there are many others that support a company's daily operations: **Manufacturing processes**, **Distribution processes**, **Logistics processes**, **Supply Chain processes**, **Accounts Payable processes**, **IT service management processes**, **Accounts Payable processes**, **IT Service Management processes**, **Utilities processes**, **Master Data Management processes**

See how you can Analyze and Optimize your processes



6. SOLUTIONS DEPLOYMENT

Stand-Alone Or Client Server Architecture





Custom Solutions Use Cases

Implementation and application

USE CASES

1. One Software That Solves It All

Do you need to predict outcomes of future situations? Forget the crystal ball. What you really need is a system, which helps you learn from your data and create models predicting future outcomes. The system performs all steps of the data analysis process: from data loading, integration, manipulation and cleansing, to advanced text analytics, knowledge discovery, results visualization and reporting.

Solution offers a broad selection of machine learning engines that solve clustering and classification tasks, predict numerical values, detect anomalies, and perform affinity grouping, network analysis, and time sequence modeling.

Applications

- ◀ Big Data - *Derive Value*
- ◀ Business Intelligence - *Visualize Insights*
- ◀ Call Centre Analytics - *Learn From Dialogue*
- ◀ Claim Analytics - *Detect Opportunity*
- ◀ Competitive Intelligence - *Stay Ahead of the Pack*
- ◀ Customer Experience - *Amplify Customer Voice*
- ◀ Emerging Issue Detection – *Discover & Fix Problems Early*
- ◀ Fraud Detection - *Reveal what is hidden*
- ◀ Medical Coding - *Skip manual work*
- ◀ Predictive Analytics - *See above and beyond*
- ◀ Risk Management - *Take the sting out*
- ◀ Social Media Analysis - *Identify the latest trends*
- ◀ Survey Analysis - *Take the pulse*
- ◀ Text Analysis- *Come, see and decipher*

USE CASES: DATA ANALYTICS

Sample business & Enterprise applications

Early detection of emerging issues

Subrogation prediction

Fraud detection in insurance

Fraud detection in POS data

Identifying key researchers, entities, individuals, companies etc

Document Analysis-Extracting key facts, topics, sentiment from corporate reports and documents

Industry Solutions

- ▶ Consulting/Audit
- ▶ FMCG/Manufacturing
- ▶ Finance
- ▶ Government
- ▶ Healthcare
- ▶ Insurance
- ▶ Legal
- ▶ Retail
- ▶ Telco
- ▶ Research
- ▶ Marketing
- ▶ Learning Institutions
- ▶ NGO



USE CASES: CONVERSATION ANALYTICS

2. Analysis of Call Center Transcripts

Why analyze call center data?

Unique data

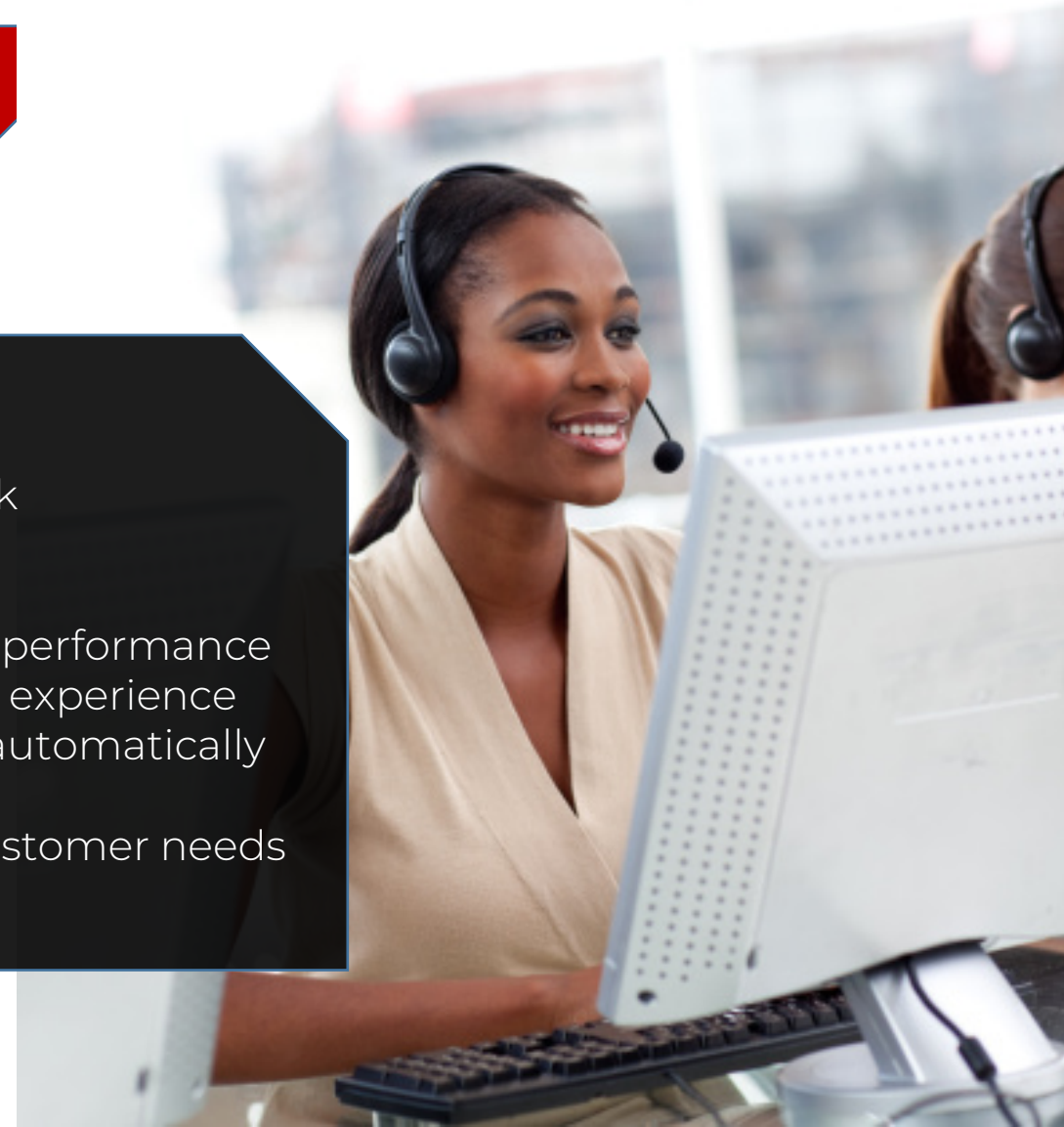
- Unprompted free response
- Extracted by caller

Unique Insights

- What people really think and ask
- Why they think that way

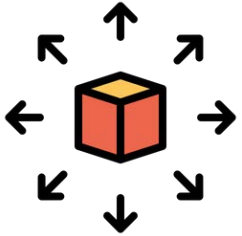
Goals:

- Learn from feedback
- Monitor trends
- Discover new issues
- Evaluate call center performance
- Improved customer experience
- New reports made automatically every week
- Early response to customer needs



USE CASES: PROCESS MINING

5. Turn Processes Into Extraordinary Experiences for Everyone



Supply & Distribution

- Working Capital
- Realization Rate
- Rework & Automation
- Reserves
- #Reminders per Claim
- Time-to-Contact
- Time-to-Money
- Errors



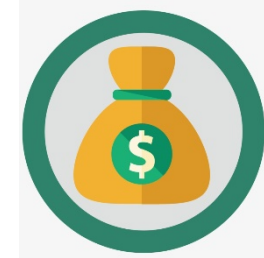
Customer Experience

- Customer Satisfaction
- Churn Prevention
- Straight-Through-Processing
- Customer Touchpoints
- Conversion Rate
- #Agents per Claim
- Resolution Times
- Manual Touches



Products & Services

- Time-to-Market
- Rework
- Product ROI
- Research Costs
- #Products per Customer
- Customer Satisfaction
- Product Retention Rate
- Product Onboarding Time



Finance & Administration

- AP/AR Turnover
- DPO & DSO
- Operating Cash Flow
- Working Capital
- Late Adjustments
- Employee Satisfaction
- Multi-Hop Incidents
- Segregation of Duties

Questions?



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