



Predictive Analytics

Predictive analytics leverages data and statistical models to forecast future outcomes for GBS. Key capabilities include:

- Predict service levels based on demand forecasts
- Simulate impact of future decisions and scenarios
- Prescript monitor KPIs and trigger alerts on anomalies
- Recommend workflows to address predicted issues
- Forecast workload and staffing requirements
- Estimate client retention and satisfaction trends
- Anticipate failure events for preventive maintenance
- Evaluate risk profiles of service accounts
- Enable proactive management versus reactive

Use Cases:

- Resource planning and optimization
- Demand capacity simulation
- Churn and attrition risk monitoring
- Auto-scalable staffing models
- Proactive issue escalation and resolution
- Contract renewal propensity modeling
- Usage forecasting for license optimization
- Failure projections for preventive maintenance

Value:

- Improved planning and risk management
- Higher uptime and availability
- Increased cost efficiency and utilization
- Better customer experience
- Higher retention and share-of-wallet

In summary, predictive analytics elevates GBS capabilities from hindsight to foresight, enabling data-driven decision making and proactive management.