Prescriptive Analytics

Prescriptive analytics enables GBS to move from insights to action by providing specific recommendations.

Key capabilities:

- Recommends next best actions to optimize outcomes
- Prescribes solutions for predicted issues and risks
- Simulates different decision scenarios to evaluate tradeoffs
- Automates rule-based actions based on insights
- Self-learning optimization based on outcomes
- Customizable business rules and logic
- "What-if" analysis on demand
- Guidance to navigate complex decisions

Use Cases:

- Optimize pricing, promotions, discounts
- Balance supply, demand, inventory, production
- Automate issue diagnosis and resolution
- Guide agents for faster call resolution
- Recommend parts replacement to prevent failure
- Suggest upsell/cross-sell offers per customer
- Prescribe portfolio changes per risk appetite
- Route tasks to optimal resource/queue

Value:

- Improved decision making and planning
- Higher automation and straight-through processing
- Increased cost efficiency and profitability
- Better experience via next-best-action guidance
- Accelerated issue resolution
- Reduced risks from optimized decisions

In summary, prescriptive analytics scales expertise by prescribing data-driven actions to optimize KPIs and mitigate risks.