



SPOT ISSUES BEFORE THEY EXPLODE

Operations folks across industries and functions swear by Pareto and his famed “80:20 rule” (20% of issue types account for 80% of issue occurrences). Operations heads are always on top of their “top-10” or “top-5” issues, and with good reason – these are burning platforms of here and now; they need to be actively put-out. But what if there was a way to spot an issue before it made the Pareto or top-10 cut? When it could have been prevented and contained, rather than cured or endured?

Enter Sainapse, and our unique Theme Discovery model. We use not just raw count of frequency of occurrence of issues, but rate at which they are increasing (velocity), and rate which this rate of increase itself is changing (acceleration). To use a term that is topical today, virality of the vector, and not just its magnitude at a point of time.

Sainapse parses through incoming messages from all sources – it could be customer queries and complaints, service center case records, or if telemetry data and error logs from within your product and creates themes of issues. By design, themes are not pre-defined; we allow data to throw up how best it gets grouped. Hence, you avoid force fitting new issues to known paradigms and miss vital pointers to newness of the issue. Sainapse

does not look for key words or phrases; themes are generated using our proprietary advanced machine learning algorithms.

Most customer queries and complaints are a combination of issues. Traditional classification loses that richness of information by assigning customer cases to biggest issue bucket it sees in queries. With Sainapse theme discovery, each case can have a tapestry of themes associated with it, allowing subordinate or secondary themes that span across issue and product type classifications to be surfaced and addressed.

Themes change over time; allowing data to surface them allows new ones to be formed and old ones to be discarded. Theme discovery is your first step to understanding hidden root causes from within your data. With Theme discovery, you can spot issues with delayed service appointments at your new dealers in a specific area, or with overheating of motherboard on your newly launched network appliance.

ESCAPE THE PARETO TRAP.

