



latentview

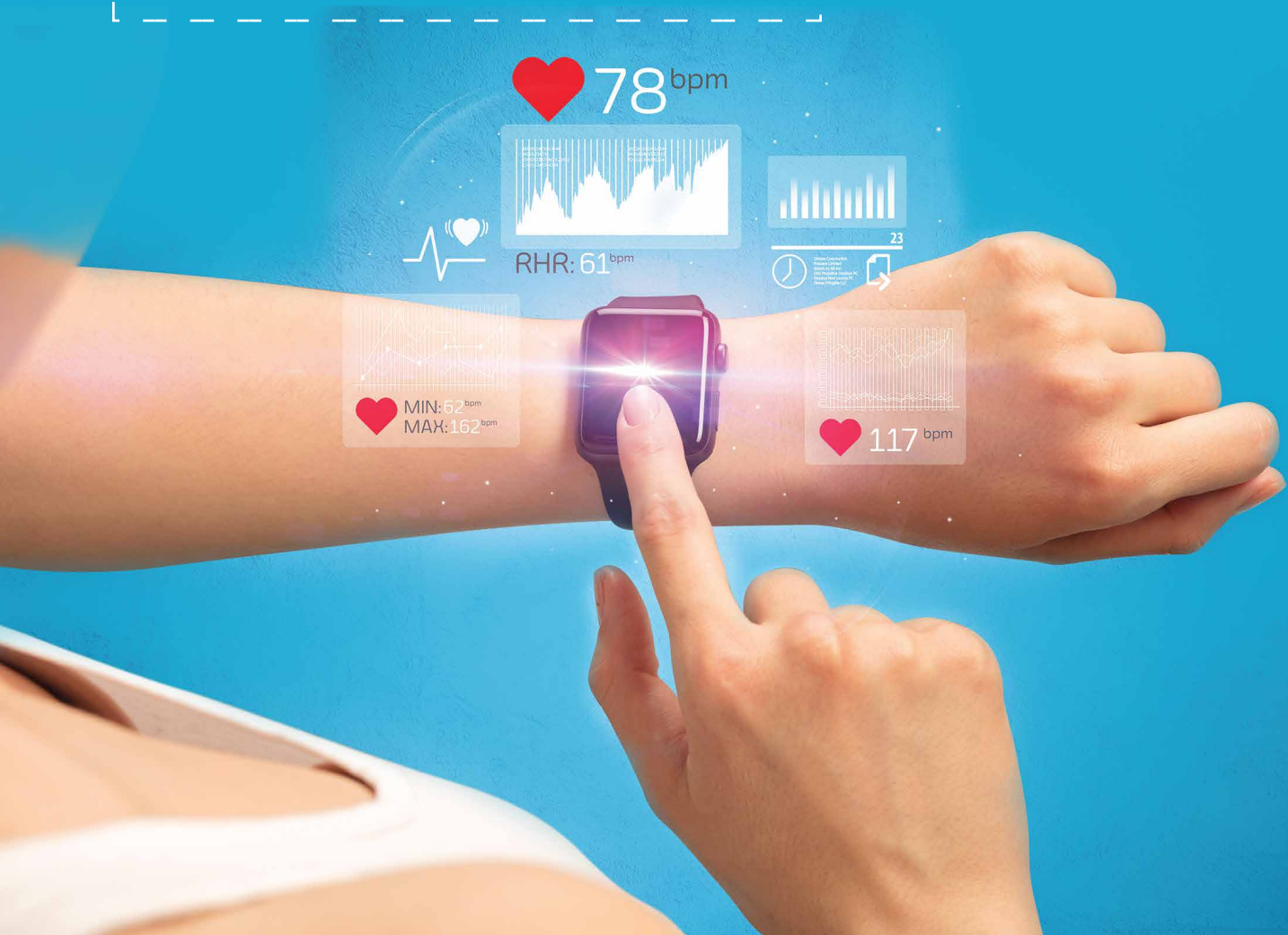
Actionable Insights • Accurate Decisions

# Driving Better Health Outcomes

## Leveraging Wearable Technology

### Client

Leading Global Consumer Electronics Giant



## The Problem

Difficulty in monitoring consumer actions on lifestyle and healthcare recommendations and deriving insights.

### The Before State

No diagnostic insights were obtained on data collected from wearable devices. Thus the feedback loop between 'advice and action' was not clearly established.

### The After State

Relevant interventions were possible due to data-driven insights which led to **increase in customer satisfaction scores by 50 basis points.**

### The LatentView Solution

Comprehensive monitoring of programs was enabled through intuitive dashboards created from data on aggregated user profiles and their behavior with the ability to slice and dice data at multiple levels.

## About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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