



Spark Business Messaging Insights

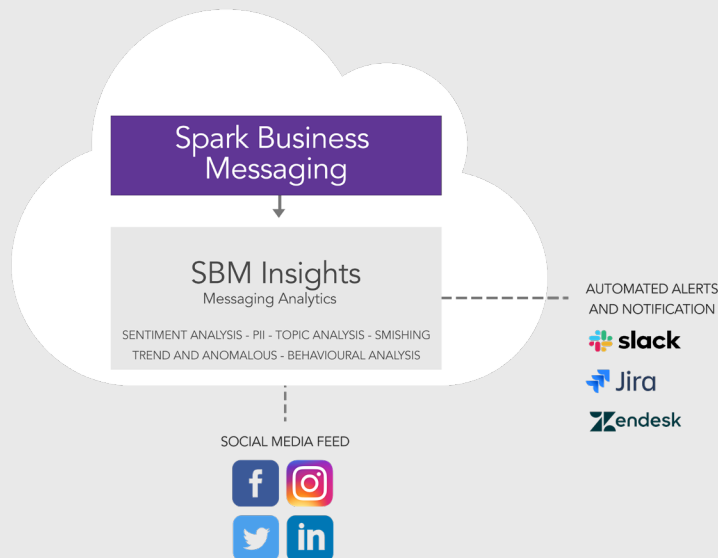
How does it work?

SBM Insights uses Artificial Intelligence (AI) and Machine Learning to bring a rich layer of understanding that will help protect your business and your customers from harm, and provide deeper insights of customer behaviour.

The platform monitors messages, identifies potential compliance issues, security threats and even customer sentiment.

SBM Insights has three data sets:

- 1 SBM Level**
SBM monitors traffic across all clients to help identify fraud and smishing
- 2 Market Level**
Big picture market trends and benchmarking across sectors
- 3 Customer Level**
What's going on with customer services and reporting



Features

Security & Privacy

- Identify smishing (phishing via SMS)
- Monitor Personally identifiable information (PII)
- Peak and trend analysis
- Multiple messages to a single recipient

Marketing & Customer Experience

- Sentiment Analysis
- Get alerts on unusual message patterns to prompt proactive action
- Analyse sentiment from social media platforms

Benefits

Be proactive in protecting your customers

Get alerts when a customer may be having trouble, such as receiving multiple password resets. Use these insights to proactively step in to help them.

Understand customer pain points

Monitor messaging traffic to identify and understand customer sentiment in relation to certain topics.

Protect your brand reputation

Detect early warning signs of customers being targeted by suspicious or fraudulent activity and proactively work to minimise the impact on your brand.

Deeper understanding of privacy risk profile

Know what, when and in which contexts PII is being shared. Help reduce risks to breaching your privacy policy.

Insights for business process improvement

Address potential customer issues before they contact customer service and use these insights to improve processes even further.