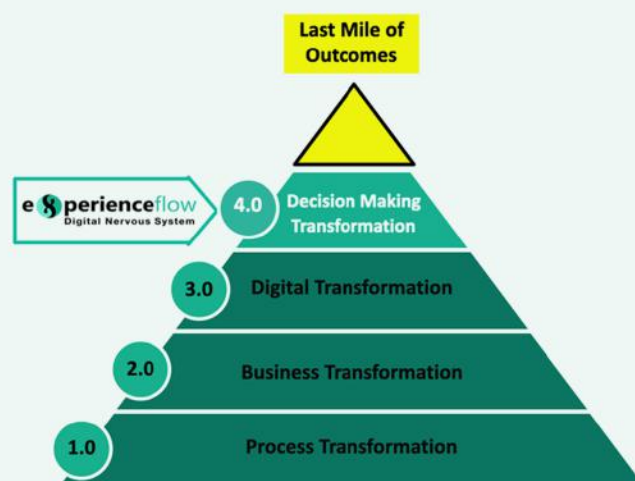# Digital Nervous System For Shared Services

ExperienceFlow Executive Overview

Unlock Last Mile of Outcome Improvements

Shared Services organizations can unlock 15-20% additional financial and customer outcomes by addressing the following decision-making challenges:

- **Aligning decision-making gaps between micro-level and macro-level business objectives in real-time:** The micro-level decisions at the level of each transaction- each sales order, each invoice, each payment and each customer interaction- are not connected with their real-time impact on macro-level decisions tied to revenue, cost, compliance and experience.

- **Adapting the speed of decision-making to new normal:** Changes in new processes and associated changes have been accelerating. Covid has brought significant volatility and uncertainty to the entire ecosystem of insurance. Teams in all parts of the organization need the ability to learn and adapt dynamically to the new changes, whether related to specific process requirements or issues of information security.

- **Ability to consistently execute end-to-end actions tied to outcomes:** Current BI/AI systems, management consultants and process re-engineering solutions provide insights only. The actual hard work of executing actions has to be coordinated manually across teams to drive changes that impact outcomes, which is error prone.

Digital Nervous System For Shared Services: ExperienceFlow's Digital Nervous System is a **Faster, Better and Outcome-oriented** Business Planning and Execution platform. It is a unified platform for driving micro and macro-level decisions and action loops that address any leakage of value. This system consists of three layer solution elements that form the enterprise backbone for continuous decision-making transformation.

## Cognitive Decision Intelligence Layer

This layer sits on top of underlying enterprise systems to create AI/ML based real-time decision trees across the organization. These real-time decision-trees map various micro-level decision variations, root-causes, suggestions and predictions and their impact on the macro-level of business revenue, cost, compliance and experience.

Augmented Decision Insight Layer

This layer augments the decision intelligence layer with human-in-loop advice from internal and external data-scientists and subject matters, who adapt and validate each decision to evolving landscape of shared services changes.

Autonomous Decision Improvement Layer

This layer consists of a patented trio of situation-aware software bots that facilitate decision-to-action-to-outcome loop closures for each individual role and their associated OKRs/KPIs.
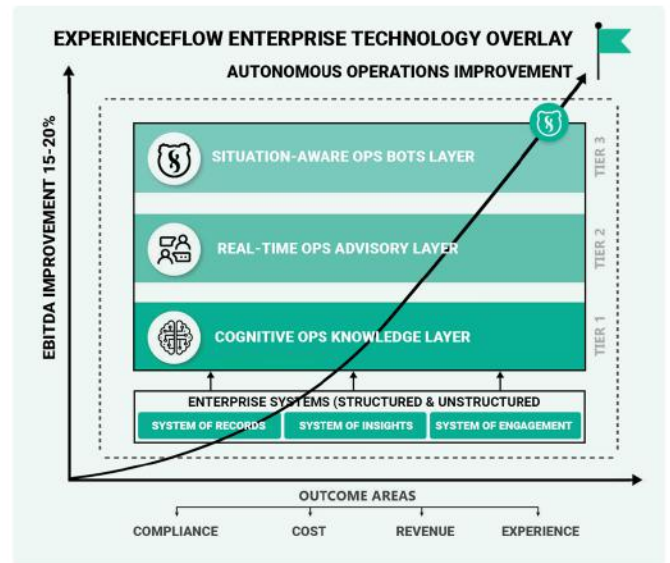
Simple & Fast Evaluation Packages: We offer a 30-day Decision Intelligence Assessment and 60-day Pilot Packages that provide an easy way to evaluate the impact of ExperienceFlow DNS products.

30-day Decision Intelligence Assessment

The Decision Intelligence Package would build a complete decision-tree across the organization that maps various macro and micro-level decision variations, root-causes, suggestions and predictions. This assessment will measure the impact of the decision-variations on the business revenue, cost, Compliance and experience. This will give the management team the scope and extent of last mile of outcome improvements that can be unlocked by implementingExperienceFlow's Digital Nervous System.

60-day Business & Operation DNS Pilots

Post assessment, ExperienceFlow pilots demonstrate the ease with which right decision-making at the right speed can be enabled to proactively address any opportunities and risks associated with business revenue, cost, compliance and experience. Enterprise management teams can pilot two different products of ExperienceFlow: Business DNS & Operations DNS
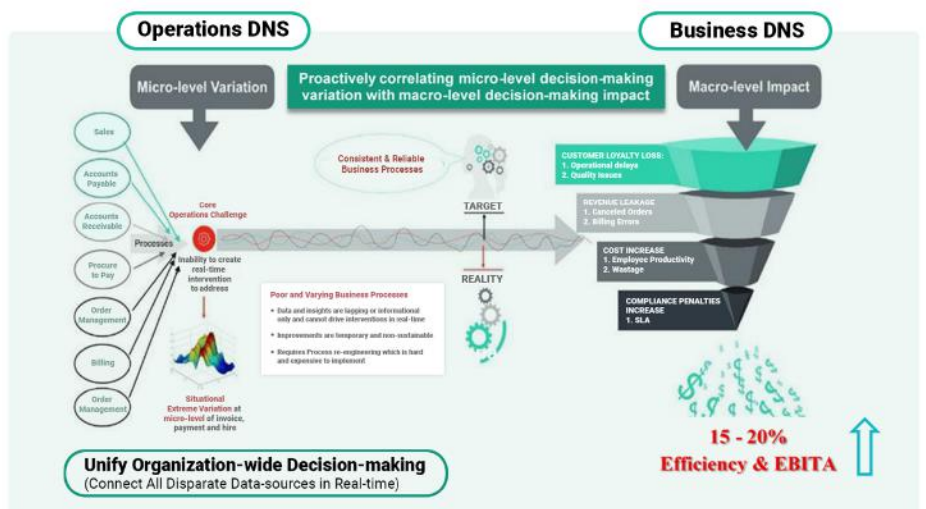
Business DNS

This product is ideal for end-to-end business planning and execution. This product can be customized for CEOs and for CFOs. CEOs can monitor and automate decisions and actions to meet business objectives. CFOs can monitor and automate decisions and actions to meet cash management objectives.

Operations DNS

This product is ideal for a single department's operations planning and execution. Head of departments can automate cross-functional decision-making to optimize each customer experience, each vendor engagement, each employee's productivity and each process compliance.

The following are the key Operations DNS implementations:

a) Hiring Team Decision Improvement - Productivity improvement, cycle time reduction, conversion rate & candidate experience.
b) Accounts Payables Process Improvement - End-to-end accounts payable process improvement, timely payment of vendor and vendor experience, cost per transaction.
c) Accounts receivable Process Improvement - End-to-end AR process, DSO reduction, betterment of cash inflows, cost per transaction.
d) Customer Service Process Improvement - Improvement in Agent Productivity, Member Call Experience Improvement.

ExperienceFlow Team

ExperienceFlow was founded with a mission to solve the hardest challenges that are impeding large organizational processes operations, and in realizing their potential are in creating superior customer experience at the lowest possible cost. The company is founded by some of the most experienced and innovative minds in the high-technology industry, who are passionate about building the best technology platform to enable autonomous operations.

Co-founder & CEO
Giri Athuluru

- Divtas (Founding Eng & VP of Eng.)
- Sycamore (Tech lead; IPO >$14B)
- Cascade
- Infosys

Executive Chairman
Brett Galloway

- Xova Ventures (Founder)
- Mist Systems (Chairman; AI-based; Sold >$400M)
- Cisco (SVP; Headed Cisco's wireless division)
- AireSpace (CEO - Sold > $450M)
- Packeteer (Co-founder >$1B IPO)

Board Member & Investor
Atul Bhatnagar

- CEO Cambium (IPO May 2019)
- Ex-CEO IXIA ($1 Billion Market Cap)
- GM Nortel & HP

AI Advisor
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- Google - AI/ML Solution Delivery
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- Google - Head of Merchant Relations

ENTERPRISE TECHNOLOGY

AI

INDUSTRY

BUSINESS TRANSFORMATION

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Anand Attuluru

- Omantra
- iServ Commerce India
- Kotak

VP Engineering
Sathi Tadi

- Sr. Dir Automation Anywhere
- Co-founder VP Engineering CareInSync
- Co-founder, Inventes, Inc.

Chief Business Officer
Srinivas Koppulu

- Ex CEO TATA BSS
- Head BPM Steria India
- SVP Sales Satyam

Advisor
Vijay Rangineni

- CEO & COO Mahindra Satyam BPO
- CEO GE Capital
- Director-Strategy, Morgan Stanley
- American Express

Contact Us

Call or write for a demo, followed by **a 100% risk-free, remote decision-making assessment** to evaluate opportunities for financial and customer outcome improvements and development of a 30-90 POC for your organization.

+1 (917) 781-0792   connect@experienceflow.ai

Executive Overview

Unlock Last Mile of Outcome Improvements

ExperienceFlow is a San Francisco headquartered company. Our purpose is to transform CXO-level decision-making, in achieving consistent and predictable business outcomes, whether related to Growth, Costs, Compliance or Customer Experience.

Our industry-first, AI-ML rich **Digital Nervous System** platform **(DNS)** is designed to help CXOs **Manage, Improve and Transform** organizational performance.

The **DNS** platform future proofs the organization from challenges that stem from a Volatile, Uncertain, Complex and Ambiguous **(VUCA)** business environment. These challenges have been amplified owing to the pandemic Covid-19.
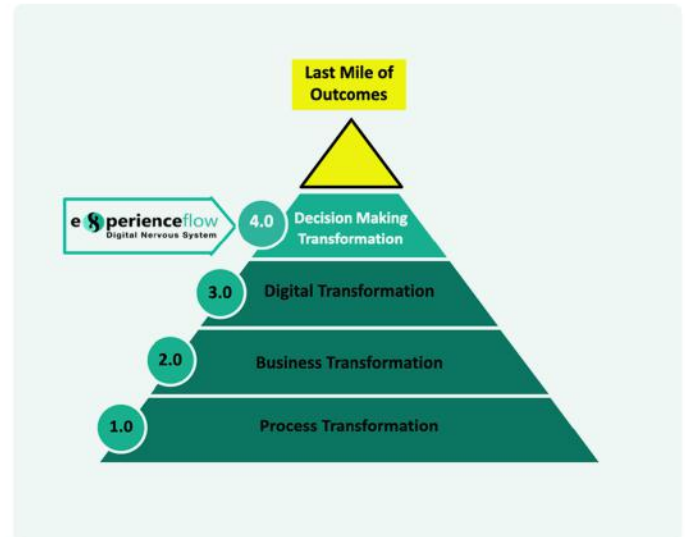
What we do

Our DNS platform aligns every stakeholder, every partner and every employee with business objectives. It provides a single version of truth of performance through real-time visibility into decisions and actions. It frees CEOs and CXOs from time-consuming efforts in reviews and follow-ups. It thus ensures a **10-15% improvement in EBIDTA** value.

How we do it

The platform has three patented elements for autonomous and real-time decision-making with **insights** (actuals versus targets, deviations, root causes, trends, impact), **intelligence** (predictions) and **improvements** (suggestive interventions to improve). The platform's architecture allows for a seamless integration with various data sources, ensuring a single version of truth and a real-time environment for an effective action loop closure.

Simple & Fast Evaluation Packages: We offer a 30-day Decision Intelligence Assessment and 60-day Pilot Packages that provide an easy way to evaluate the impact of our `two` prime ExperienceFlow DNS products. **The platform is flexible to accommodate nuances of different and processes.**

Business DNS

This product is ideal for end-to-end business planning and execution. This product can be customized for CEOs and for CFOs. CEOs and CFOs can respectively monitor and automate decisions and actions to meetusiness and financial management objectives.

Operations DNS

This product is ideal for a single department's operations planning and execution. Heads of departments can automate cross-functional decision-making to optimize each customer experience, each asset utilization, each employee's productivity and each process compliance.

ExperienceFlow Team

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