



# Certificate

## OneMagnify

This award is in recognition of **OneMagnify's** stellar reputation and trust among customers and industry peers, evident in the numerous nominations we received from our subscribers. **OneMagnify** emerged as a **Top Company** after an exhaustive evaluation by an expert panel of C-level executives, industry thought leaders, and our editorial board.

*TOP  
ARTIFICIAL  
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## AI-Driven Decision-Making Powers Enlightened Customer Experiences

Companies focused on creating optimal customer experiences know they need to connect powerful analytics and insights with marketing processes. However, this can be hard to achieve in practice, as solutions focused on solving a specific issue can miss the value of a holistic AI approach that activates against the never-before-seen scale of modern data capture. The process of linking

this data intelligently to affect business decisions is a herculean effort that requires a blend of strategy, technology, and analytical skills.

OneMagnify bridges this gap with its three-pronged approach—strong digital activation programs, innovative technology, and cutting-edge analytics. In essence, OneMagnify improves campaign impact by successfully infusing data and AI into their clients' business processes to optimize

decision-making, drive personalization at scale, and deliver exceptional brand experiences.

Chief Analytics Officer Jonathan Prantner believes AI is the perfect blend of insights and activation, allowing brands to understand customer journeys, amplify brand presence, and drive growth.

"OneMagnify improves campaign impact by infusing data and AI into our clients' business processes to optimize decision-making, drive personalization at scale, and deliver exceptional brand experiences," he says.

### Overcoming AI Challenges with Research and Experience

The fast-paced advancement of AI into business processes has challenged executive boards, product teams, and IT departments, as they must balance the demand for innovation with security requirements and budget limitations.

OneMagnify helps organizations navigate this problem through its generative AI industry council, which consists of automotive, media, financial services and biomedical leaders alongside renowned academic researchers studying the ever-growing digital landscape. Together, their peer-reviewed journal articles forecasting novel applications of AI across industries support clients in making enhanced business- and technology-related decisions.

OneMagnify has also developed a Practical AI for Marketers thought leadership program to impart AI-related knowledge so marketers and their teams can deliver real results and confidently scale their use of AI. Led by a dedicated team of experts, the program consistently researches novel advancements to drive the best industry thought leadership.

Simone Bailey, VP of Marketing at OneMagnify, states, "We see some common challenges across our customer base as senior marketing and CX leaders have started to experiment with AI technology and analytical approaches. We want to help educate our customers as they look to understand the fundamentals of AI, upskill their teams, and prepare their data to leverage AI at scale. Leveraging the data sciences expertise from Jonathan's organization at OneMagnify has proven to be a huge value addition."

### AI Brings Data to Life

OneMagnify's data, analytics, and AI offerings empower businesses to create intelligent, personalized customer experiences.

By leveraging large, diverse data sets to gain a holistic understanding of customers and their journeys, the organization analyzes interactions across multiple touchpoints to craft strategies that resonate with buyers at the right stage in their purchase journey. Through integrating generative AI models, predictive models, and third-party data sources, they simulate customer scenarios and anticipate demands, enabling businesses to stay ahead of trends and develop practical, evolving strategies that enhance engagement and loyalty.

### Driving Optimal Customer Experiences for ESPN

At the heart of OneMagnify's AI solutions is a distinct blend of people, processes and technology. This trio of tenets proved useful for ESPN, the world's leading multiplatform sports entertainment brand. When ESPN launched a new streaming service with an updated purchase and viewing model, they experienced declining customer satisfaction. The network wanted to understand the issues beyond just a typical 5-star rating system and gain a deep understanding of fans' emotions, how contact center agents were handling challenges, and make appropriate adjustments to better meet customer needs.

OneMagnify built a unified voice of customer (VoC) application for ESPN that tracked customer sentiment before, during and after major viewing events. This information, combined with the client's in-house call center data, helped ESPN better understand how its customers were feeling and where their team could make



improvements. Using a variation of emotional progression scoring, the application develops a custom catharsis score to understand the impact of the agent in solving fan concerns. ESPN used this information to identify when call center and support specialists did an exceptional job and then used that content to help train new contact center hires to better connect with customers.

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OneMagnify's VoC app allowed ESPN to identify performance issues and immediately implement fixes, including training on how to handle challenging conversations, staff the appropriate number of contact center staff, and ensure customers felt an emotional connection to the support team. This led to an increase in customer satisfaction as measured by CSAT scores.

This VoC application seamlessly integrated data to provide a comprehensive view of customer experiences. By analyzing this data, businesses can gain deep insights into customer emotions and pinpoint areas for enhancement.

OneMagnify will continue delivering next-level brand impact to customers by employing expert problem-solvers with the right digital programs, intelligence and technology to create pioneering solutions and actionable insights. **CA**



Jonathan Prantner,  
Chief Analytics Officer