

# Product Management Portfolio

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# Product Management **Experience**

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SUMMARY OF CASE STUDIES

Voice to Text Analytics

Data Visualization Tools

Workflow Orchestration

Data Lakes

Data Services

Enterprise Applications

KPI Development

Persona Predictions

Survey Processes

# Voice to Text Analytics Case Study

NLP MEASUREMENTS : PROJECT OVERVIEW



# Voice to Text Analytics Case Study

NLP MEASUREMENTS : SOLUTION OVERVIEW

## Call Recordings

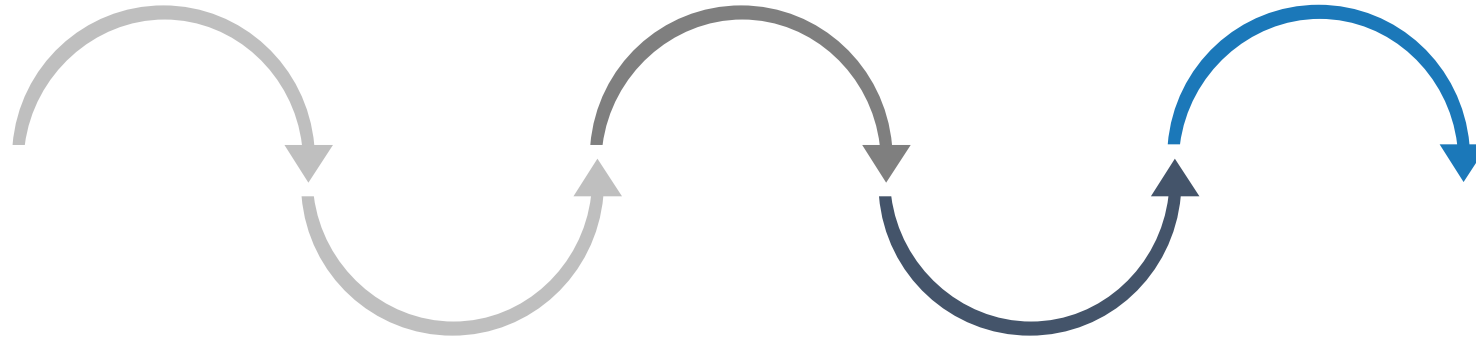
Capture call recordings in optimal format for transcription

## Call Metadata

Join call & customer metadata to transcript from multiple databases

## NLP Measurements

Measure & analyze customer sentiment, emotions, and trending call topics



## Call Transcript

Sending call recordings to vendor to produce call transcript

## Dashboard

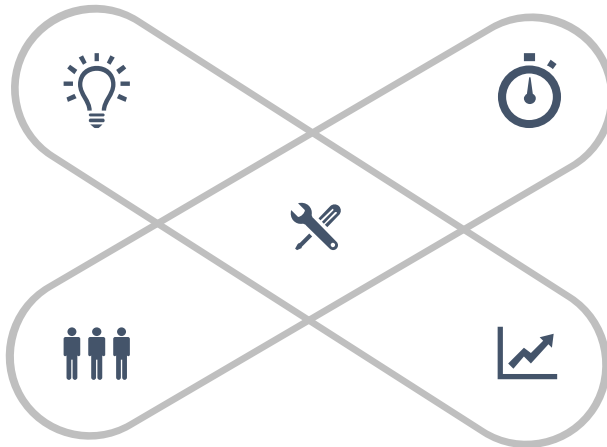
Produce natural language processing for call recordings, join with metadata and make available to end-users

# Enterprise Application Case Study

CASE MANAGEMENT TOOL : PROJECT OVERVIEW

## Project Scope

Build an enterprise Case Management Tool for low-scoring customer surveys



## Project Timeline

Multiple Phases:  
2018 – 6 Months  
2019

## Project Stakeholders

Closed Loop Team, Contact Center,  
Workforce Management, Customer  
Experience

## Project Results

- On-time deployment of application
- 300,000 cases worked YTD
- Measurable improvement in TNPS

# Enterprise Application Case Study

CASE MANAGEMENT TOOL : SOLUTION OVERVIEW

## User Interface

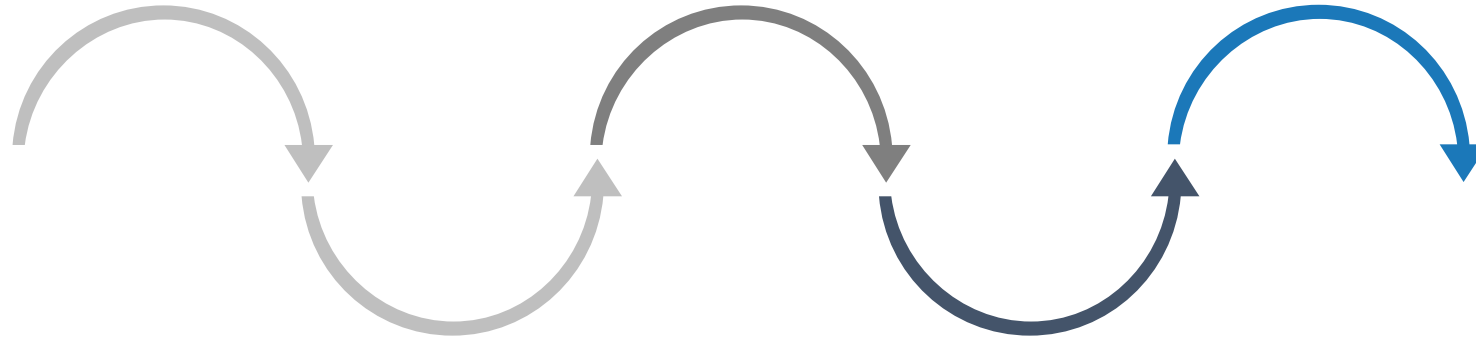
Build case management UI based on user requirements

## Workflow Triggers

Build rules for case closure and create batch process to trigger survey

## Report in Dashboard

Configure API to pull survey responses into Dashboard



## Case Workflow

Build rules for automatic case creation and assignment

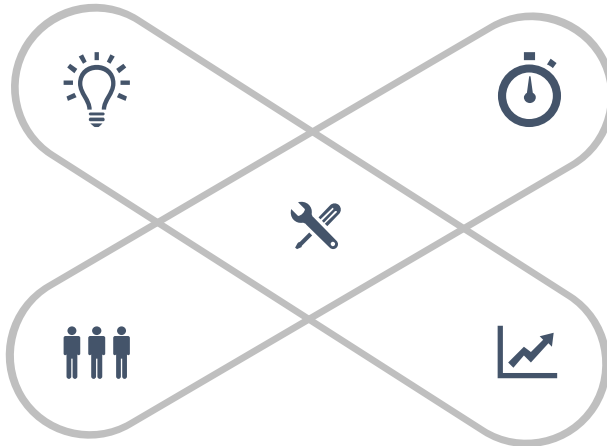
## Store Survey

Create batch process to store survey in DataMart

# KPI Development Case Study

PAYMENT JOURNEY KPI : PROJECT OVERVIEW

**Project Scope**  
Measure % of successful online automatic payments and track failure reasons



**Project Timeline**  
2021 – 3 months

**Project Stakeholders**  
Payment Journey Team, Customer Insights Teams, Customer Experience

**Project Results**

- Improvement in % of successful online payments
- Improvement in Transactional Net Promoter Score

# KPI Development Case Study

PAYMENT JOURNEY KPI : SOLUTION OVERVIEW

## KPI Definition

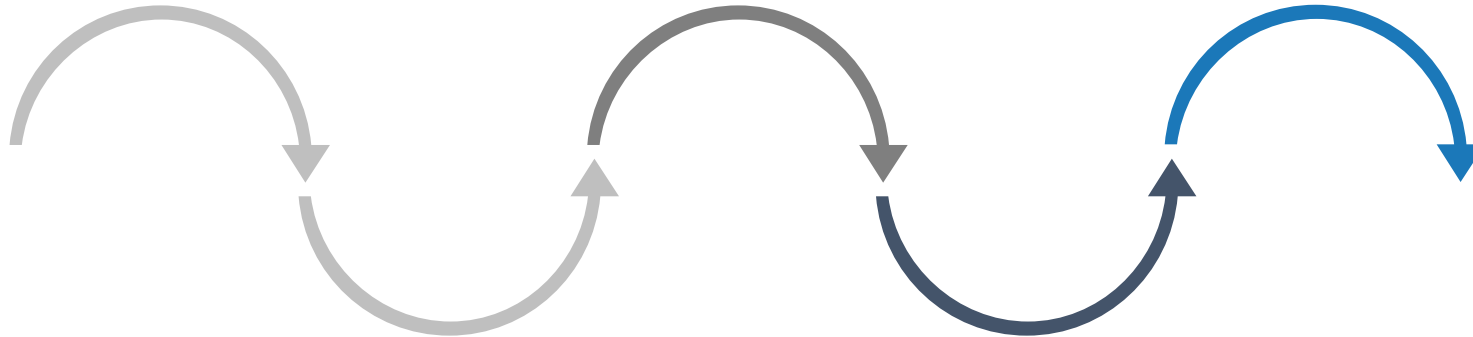
Create business definition and calculation for KPI

## Data Ingestion

Build ETL process to ingest data for KPI calculation

## KPI Analysis

Build views which provide capability to analyze KPI failures



## System Identification

Align with business/IT stakeholders on source systems to use for data

## KPI Reporting

Report on summarized KPI data in Dashboard





**Contact** Imran Naqvi  
to learn more

imran.a.naq@gmail.com  
cell : +1-551-497-8781