

# ExfCanvas - Persona based Decision Intelligence Platform

Kabir Makhija  
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## What is ExfCanvas?

A business layer or view of the underlying data management solutions implemented in your organization. It is an umbrella application for decision makers in your organization.

#Business canvas

## What is covered out of the box?

The canvas is layered into 3 categories for the decision-making authority

- Business health – Covers the core Financial Metrics & KPI's to be tracked
- Analyze the business – Provides diagnostic ability like Campaign analysis, web analytics, Top N customers, social media metrics, customer behavior, seasonal view etc.
- Predictive trends – Output of the statistical predictive models can be viewed here, for example Sales forecast, Churn analytics, demand forecasting, inventory strategy etc.

#Business health #Diagnostic ability #Predictive

### ExfCanvas Library

<p style="text-align: center; background-color: #0070c0; color: white; padding: 2px;"><b>INSURANCE</b></p> <p style="background-color: #0070c0; color: white; padding: 2px;"><b>CLAIMS PROCESSING</b> </p> <p>Comprehensive view of all aspects of the Claims processing lifecycle that helps drive...</p>	<p style="text-align: center; background-color: #0070c0; color: white; padding: 2px;"><b>TELECOM</b></p> <p style="background-color: #0070c0; color: white; padding: 2px;"><b>CALL CENTER OPERATIONS</b> </p> <p>Analytics on Call Center Operations to enhance agent efficiency and customer...</p>
<p style="text-align: center; background-color: #0070c0; color: white; padding: 2px;"><b>HOSPITALITY</b></p> <p style="background-color: #0070c0; color: white; padding: 2px;"><b>CUSTOMER EXPERIENCE</b> </p> <p>Customer Centric view that helps drive marketing and loyalty initiatives in the hospitality...</p>	<p style="text-align: center; background-color: #0070c0; color: white; padding: 2px;"><b>ECOMMERCE</b></p> <p style="background-color: #0070c0; color: white; padding: 2px;"><b>PLATFORM GROWTH</b> </p> <p>Customer Centric view that helps drive marketing and loyalty initiatives in the hospitality...</p>

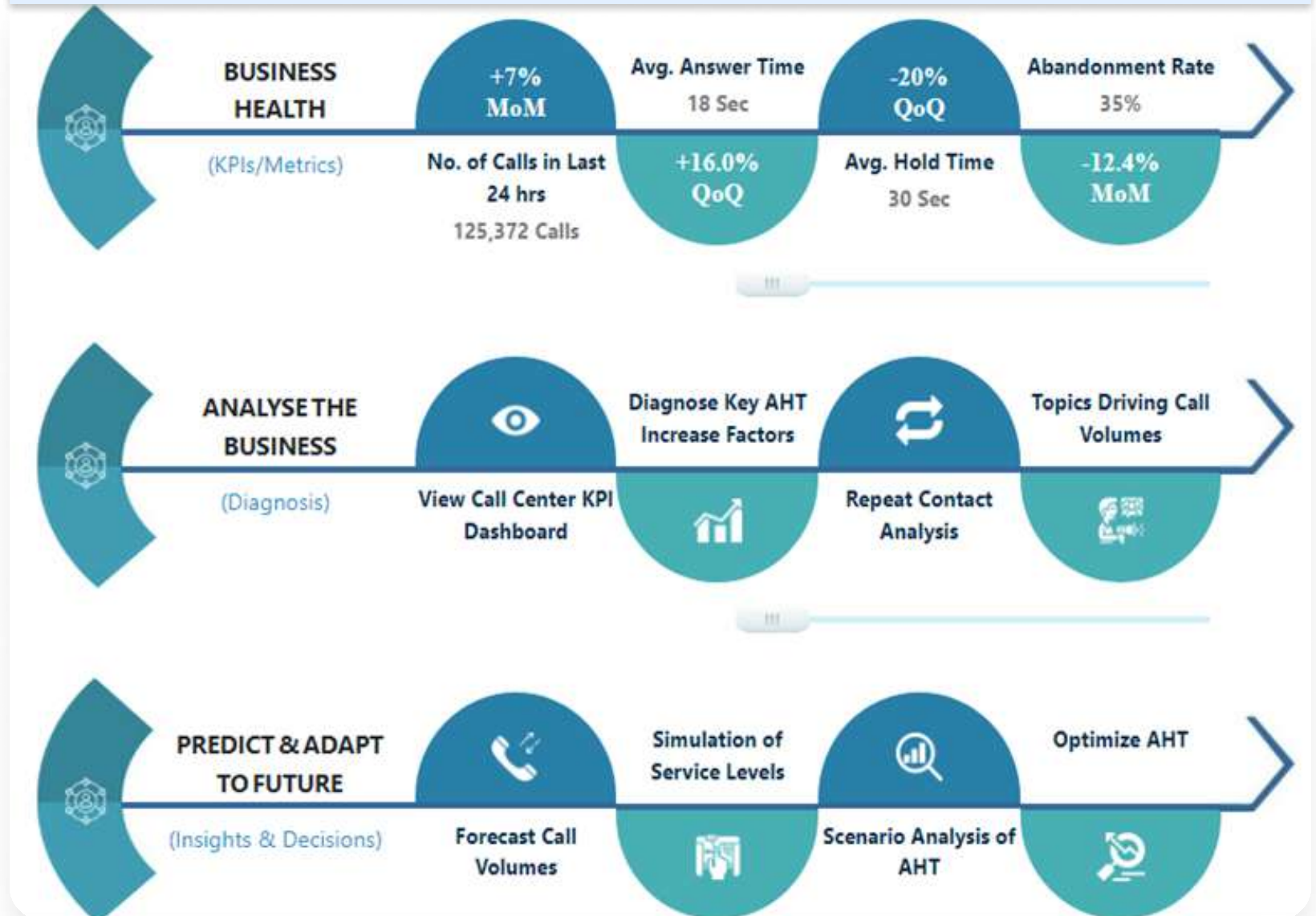


## Who would be the potential users of the application?

CxO's, Line managers & decision makers across departments find it cumbersome to access different links & applications to look for answers to their everyday questions & data points. Canvas becomes the starting point to explore your answers as a Fund Manager, Heads of Operations, Claims, Marketing, Credit cards, Managers handling Loans, Call Centers, Quick service restaurants, Stores & so on...

### #Decision makers

#### ExfCanvas for Call Center Operations



## Will it work if our data solutions are on AWS, Azure, Multi-Cloud or On-Prem?



Yes, it will work on all cloud platforms & on premise. Think of the Canvas as gift wrap for your data solutions, it is tech. stack agnostic. Also, we built it using open source, no/low code technology i.e., no license cost.

### #Technology agnostic

## Is it ready to deploy? Can we customize the KPI's, KRA's, look & feel etc.?

The base version is ready to deploy. All parts of the canvas are fully customizable, from the metrics to the fonts.

**#Out of the box**

## What lines of business or departments would be the best use case for ExfCanvas?

We have painted the canvas for over 15 industries verticals & their respective departments. Have a look at our demo, if your business is not covered, we'll build you a PoC instantly.



**#Verticals #Lines of business**

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