![Mphasis logo](Mphasis Unleash the Next)

HyperGraf™

Omni-channel Digital 360

HyperGraf™is an **Omni-channel Digital 360° Solution** that transforms enterprise decision making by providing the most comprehensive, accurate, real-time and actionable Customer Engagement Insights across millions of data points spread over multiple customer engagement channels.

HyperGraf™ is a Big Data complex event processing engine which enables enterprises to innovate and make strategic decisions by analyzing content, collaboration and commerce networks. HyperGraf™ generates actionable insights by correlating slivers of multi-structured customer data from diverse interaction channels and builds a single view of the customer with recommendations specific to the channels of interaction.

HyperGraf™ Differentiators

→ Enterprise level Big Data correlation engine that generates Customer 360° insights by correlating data from multiple internal and external customer touch points as well as open data

→ Create engaging experiences across multiple customer touch points by better understanding of customer behavior using techniques such as text analytics, natural language processing as well as social network analysis

→ Offer hyper personalized products and services to its customers

→ Generate business relevant insights from digital footprints of customer interactions across channels

→ Correlate insights from multi-structured and multimedia datasets

→ Conduct location analytics forecasting to arrive at geo specific customer strategies

→ Generate comprehensive, accurate, real-time and actionable customer leads, cross-sell and up-sell opportunities from diverse channels

→ Create engaging experiences across multiple customer touch points through higher relevance, convenience, responsiveness

ABOUT MPHASIS

Mphasis an HP Company is a USD 1 billion global service provider, delivering technology based solutions across industries, including Banking & Capital Markets, Insurance, Manufacturing, Media & Entertainment, Telecom, Healthcare, Life Sciences, Travel & Transportation, Hospitality, Retail & Consumer Goods, Energy & Utilities, and Governments around the world. Mphasis' integrated service offerings in Applications, Infrastructure Services, and Business Process Outsourcing help organizations adapt to changing market conditions and derive maximum value from IT investments. Contact with us on www.mphasis.com

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