

ABSTRACT

INTELLIGENT CASE MANAGEMENT PLATFORM

A device may obtain customer data, associated with a customer identifier, that includes an indication of a recency of a past purchase, a frequency of past purchases, and/or a monetary value associated with past purchases by a customer associated with the customer identifier. The device may determine, based on comparing the customer data and aggregate customer data, a first score that predicts a current measure of loyalty associated with the customer, and may predict, based on the first score, a predicted frequency of future purchases by the customer and a predicted monetary value associated with the future purchases, to determine a second score that predicts a future measure of loyalty associated with the customer. The device may compare the first score and the second score to determine a risk level associated with the customer, and may cause an action to be performed based on determining the risk level.

Figure 1A