

Real-Time Predictive Scoring

Turning Live Data into Instant, Intelligent Decisions

5x

FASTER DECISIONS

360°

CUSTOMER VIEW

Real-Time

SCORE UPDATES

AI

ML-POWERED MODELS

An AI-driven approach that analyzes **customer behavior as it happens** — continuously processing live data streams to predict outcomes, assess risks, and trigger instant, personalized actions across every channel.

PROCESS

How It Works

- Continuous Data Ingestion**
 Live data flows in from websites, mobile apps, CRM systems, transaction logs, and offline channels — all in real time.
- Data Processing & Integration**
 Incoming data is cleaned, unified, and stitched together into a single, consistent customer profile — eliminating silos.
- Predictive Modeling**
 Machine learning models analyze patterns, historical behavior, and contextual signals to predict purchase intent, churn risk, or fraud probability.
- Dynamic Scoring**
 Every customer interaction is assigned a live score that continuously updates as new data flows in — no stale snapshots.
- Instant Activation**
 Scores trigger immediate actions — personalized recommendations, risk alerts, targeted offers — across all relevant channels.

CAPABILITIES

Key Features

- Real-Time Decisions
- Cross-Channel Integration
- Dynamic Segmentation
- AI-Driven Insights

COMPARISON

Traditional vs. Real-Time Approach

Traditional Predictive Models	VS	Real-Time Predictive Scoring
<ul style="list-style-type: none"> Relies on historical data only Delayed insights — hours or days Outdated by the time it's used Broad, one-size-fits-all campaigns Static segments, manual updates 		<ul style="list-style-type: none"> Live data processing — always fresh Real-time insights in milliseconds Scores update with every interaction Hyper-personalized 1:1 engagement Dynamic segments, automated actions

OUTCOMES

Why It Matters

- Hyper-Personalization**
 Tailor every interaction to the individual — the right message, to the right person, at the right moment.
- Instant Engagement**
 Act on customer signals the moment they happen — before the window of opportunity closes.
- Proactive Decisions**
 Use predictive intelligence to act before issues arise — preventing churn, detecting fraud, capturing intent.
- Optimized Interactions**
 Continuously improve every customer touchpoint with data-backed decisions at scale.

SCORE JOURNEY

From Data to Action in Real Time



Ready to score smarter?

See how Lemnisk's real-time AI turns every interaction into a decision advantage.

Get a Demo →