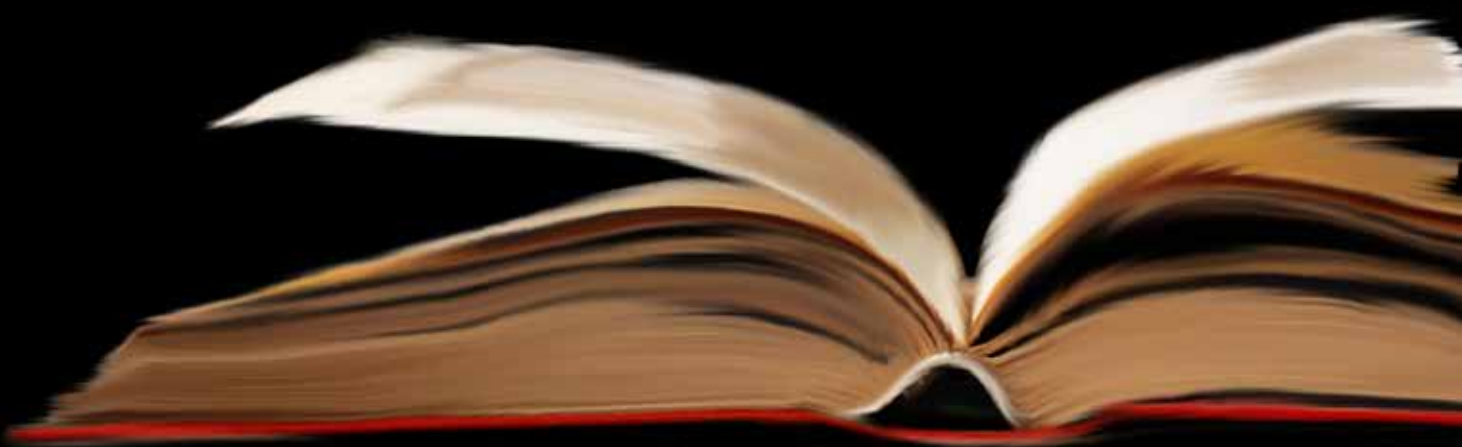


Case Studies



TARGETED MARKETING – LEADS GENERATION

For a global retail bank

Business Problem

Management wanted to increase customer engagement & also generate warm marketing leads

The bank offers multiple remittance products & services across different channels (online, walk-in & ROP). With new players entering, they face a loss of share in an otherwise growing market. They wanted to analyse & understand customer behaviour to take a targeted approach.

Digilytics™ Solution

To understand customer behaviour, engagement patterns and identify key leads we need:

1. A composite view of transactions, demographics & other key customer information
2. Triggers/signals to predict action of either increase or decrease in engagement levels

For building the solution we:

- Extracted information stored in narration field of transaction systems
- Overlaid customer demographics & product attributes
- Used tracking tools & models to identify customer engagement levels

Outcome

- An interactive Remittances analyzer was created to identify the most profitable and preferred channel for different remittance categories and customer types
- For each customer segment, identified right channel mix and product categories
- Identified flags (engagement behavior) signaling possible attrition or prospect for cross-sell/up-sell

