Customer Monetization Using Applied AI

CLIENT

National bank in the Middle East

INDUSTRY

Banking & Financial Services

BUSINESS IMPACT

- Improved targeting and personalization
- Focus on high-value customers
- Ability to drive impactful Rewards and Loyalty programs
- Reduced churn and higher customer lifetime value

BUSINESS REQUIREMENT

The client, a leading national bank in the Middle East, was looking for a solution that provided customer insights and business decision support for their retail, commercial and SME businesses.

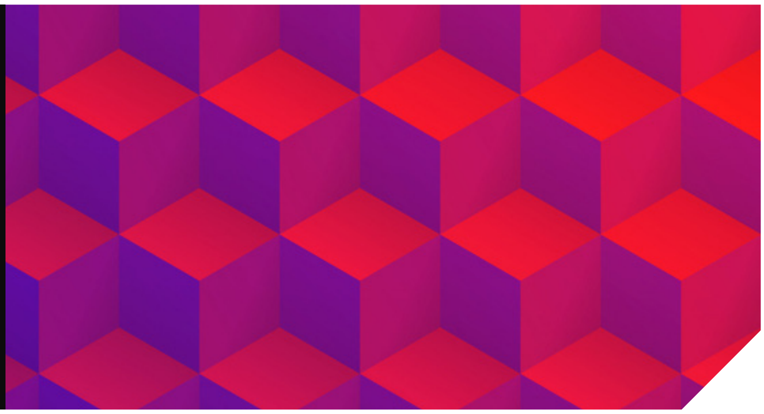
A core focus of the business requirement was to develop the ability to enhance business performance, provide exceptional customer service and gain competitive edge

SOLUTION APPROACH

360° Discovery & Consulting-led Approach

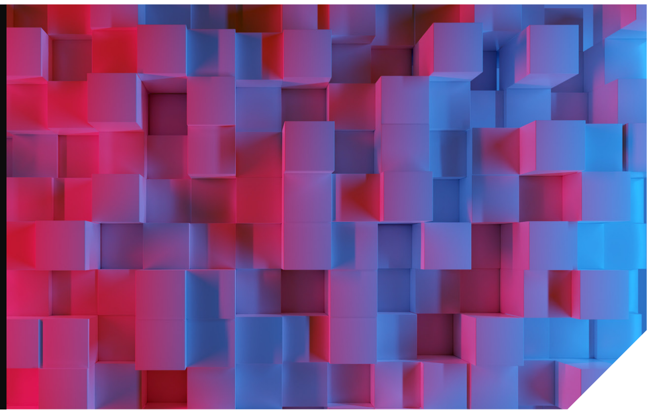
- Primary research to understand the key challenges and focus areas for BFSI, regional trends and business needs
- Identification of high-value use cases and definition of success factors with business users
- Advanced technology ecosystem set-up for development and deployment of AI systems
- Data construct, variable identification, and advanced feature engineering
- Model development and operationalization for continuous refinement
- Interactive dashboards and hyper cards for insights and data-driven decision enablement
- Driving adoption across the business and continued refinement of analytical models and decision support

KEY INSIGHT CATEGORIES



- Behavior, appetite, and preferences of customers
- Recommendations to ‘retain’, ‘acquire’ and ‘grow’ customers
- Customer Satisfaction, Advocacy, and Probable Churn with a prediction window and key drivers
- Product needs, Next-Best-Offers, personalization
- Drivers for enhanced customer lifetime value

SOLUTION FUNDAMENTALS



- Data: Unified data construct achieved by real-time integration of data from multiple banking data sources
- Enterprise BI: Interactive dashboards showcasing key KPIs, trends, and model output for business users
- Applied AI and advanced Analytical Models: Actionable insights and recommendations to enable faster and data-driven decision-making
- Generative AI integration for insights adoption and content customization

OUTCOME

C5i's AI-powered solution enables the client on a continuous basis to:

- Know customers better – understand customer behavior, expectations, appetite, preferences
- Adopt a strategic approach to retain, acquire, and grow customers
- Segment customers based on Recency Frequency and Monetary Value and Preferences
- Analyze Risk, Profitability, and Potentiality for every customer
- Identify drivers for Churn and remedial actions
- Drive better customer satisfaction, engagement, and advocacy

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.

C5i
Human • AI • Impact

www.c5i.ai