Customer Monetization Solution Using Applied AI

Client	A leading national bank in the Middle East	**Industry**	Banking & Finance

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

BUSINESS REQUIREMENT

The client was looking for a solution that provided customer-based insights and business decision support for retail, commercial and SME businesses.

A core focus of the business requirement was to develop the ability to provide exceptional customer service.

COURSE5 METHODOLOGY

360º Discovery & Consulting-led Approach

- Primary research to understand the key challenges and focus areas for BFSI, regional trends and business needs
- Identifying high-value use cases and defining success factors with business users
- Setup of the advanced technology ecosystem for development and deployment of AI ecosystem
- 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

SOLUTION FUNDAMENTALS

- Data: Unified data construct achieved by real-time integration of data from multiple banking data sources
- Enterprise BI: Interactive dashboards showcasing key KPI's, trends and model output for business users
- Applied AI and advanced algorithms: Actionable insights and recommendations to enable faster and data-driven decision-making

SOLUTION OUTCOMES

Course5 solution helped the client:

- ⊘ Know their customers - understand customer behavior, expectations, appetite, preferences
- ⊘ Focus on high-value customers
- ⊘ Adopt a strategic approach to retain, acquire and grow customers
- ⊘ Segment customers based on Recency Frequency & Monetary value and Preferences
- ⊘ Analyze Risk, Profitability and Potentiality for every customer
- ⊘ Identify drivers for Churn and remedial actions
- ⊘ Drive impactful Rewards and Loyalty programs
- ⊘ Improve targeting and personalization
- ⊘ Enhance customer lifetime value
- ⊘ Drive better customer satisfaction, engagement, and advocacy

BUSINESS IMPACT

The client is leveraging the insights through interactive dashboards and scorecards to:

- ⊘ Focus on high-value customers resulting in increased share of wallet
- ⊘ Reduce overall churn through continuous engagement, hardship assistance and restructuring of loans if needed
- ⊘ Increase customer lifetime value through offering appropriate products & services
- ⊘ Increase their customer base, profitability and business performance

About Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.

www.course5i.com | **info@course5i.com**