

Deployment of CrossSellAi in a Middle East Bank

BACKGROUND

The international bank wanted to deploy Predictive Analytics driven personalization automation solution which devised a frame work for the following

- Conduct personalized Cross-Sell/Up-Sell on their on Card Customers (credit & debit cards)
- Conduct personalized Cross-Sell /Up-Sell for their CASA customers

OBJECTIVE

- Identify the top offers for each card holder at a category and a merchant level to send customised digital marketing campaigns to each customer
- Identifying the best offers for each card-holder based on the individual spend behaviour history across cards (credit & debit cards), products, categories, merchants and modes of transaction (offline, online).

The Machine Learning Algorithms have been tweaked to create scoring output for :

- **Targeted List generation for personalized campaigns**
- **Executing the personalized Campaigns**
- Targeted offers for cards: ML Algorithms have been trained to Predicted the cards usage behaviour of the customer in terms of propensity towards various types of usage segments like (High Value Spending, Electronic goods spending, Luxury purchases etc)
- Card cross sell to Liability account, other asset account customers: Based on the usage/performance of liability account or other lending accounts, predicted the propensity of the customer to respond to a credit/debit card offer.
- Personalized offers were sent to customers in Automated manner Using the targeted list of generated through the predictive analytics engine.

Scored List

Top 3 offers for each Card holder

Campaign Management Tool

Campaign Data map

Campaign Design

Campaign Filters

Campaign List

Applying Card offer criteria

List of cards with the best offer

Campaign Broadcast



Integrated Channels

Email

SMS

Internet Banking

1

Actively target the PLATINUM and GOLD Segment with personalized customer campaigns

2

Increased Credit/Debit card Spend and Penetration substantially

3

Structured decision tool for Strategic, Marketing and Risk functions

4

Automated platform for analysis of Credit Card data across customers, merchants, categories

5

Easy deployment of credit/debit card based analytical ML Algorithms

6

Automation of analytical campaigns to give personalized treatment to each customer

7

Broadcasting of credit card campaigns through integrated digital marketing channels

8

The ML algorithms provided the easy to use predictive capability for the key users who were able to develop statistical models for marketing optimization

9

Big Data platform uses Hadoop and Hive based repository enabled quicker processing of large input data